



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**

**Friday, October 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 listed on the agenda.

- 2) Proposal for BOLD Holiday 2018 Programming and Decor from the Rodeo Drive Committee

- 3) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

Byron Pope, City Clerk

Posted: October 10, 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.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Laura Biery, Marketing & Economic Sustainability Manager
Cindy Owens, Policy & Management Analyst

DATE: October 12, 2018

SUBJECT: Proposal for BOLD Holiday 2018 Programming and Decor from the
Rodeo Drive Committee

ATTACHMENT: 1. Holiday Program for Rodeo Drive

INTRODUCTION

This report transmits information on the proposed annual Holiday Lighting ceremony, holiday programming and holiday décor for Rodeo Drive from the Rodeo Drive Committee (RDC) to the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee (Mayor Gold and Councilmember Bosse)

DISCUSSION

The development, execution, and promotion of a cohesive holiday program is a key goal of the City Council and its partner organizations, including the Beverly Hills Chamber of Commerce (Chamber), the Beverly Hills Conference and Visitors Bureau (CVB), and RDC. Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to visit, shop and dine in Beverly Hills.

In coordination with the City, CVB, and Chamber, the RDC will host the City's annual Holiday Lighting Ceremony on Thursday, November 15, 2018. Additionally, the RDC will provide holiday décor and programming on Friday and Saturday evenings during the winter shopping season (November 16 – December 22, 2018) for Rodeo Drive.

On September 12, 2018, the RDC presented a proposal for Winter BOLD 2018 to the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee (Liaisons Mayor Gold and Councilmember Bosse) for review. The Liaisons provided input on the proposed programming to the RDC. Since September 12, the RDC has worked closely with the City to finalize the details for the Holiday Lighting Ceremony as well as the holiday décor and programming for Rodeo Drive.

The RDC is proposing a variety of elements for this year's Holiday Lighting Ceremony including:

- Live musical performance
- Champagne garden
- Elevated food trucks

- Holiday lighting unveiling
- Fireworks show

Additionally, the RDC is proposing the following holiday décor and programming for Rodeo Drive:

- Creative banner designs
- Wall mural
- Median décor and lighting designs
- Holiday photo activation
- Rodeo Drive digital experience with augmented reality
- Live piano ballerina moment
- California snowball installations
- Live fashion art
- Live ice sculpting

The proposed programming will occur from November 16, 2018 through December 22, 2018 from 5 p.m. to 8 p.m. on Friday and Saturday evenings.

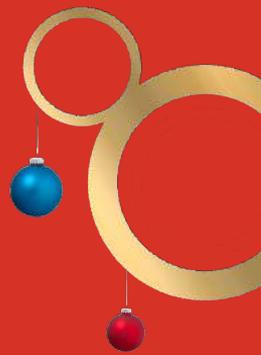
FISCAL IMPACT

In July 2018, the City Council approved the annual agreement between the City and RDC for marketing and special events for a total of \$2,117,500. This amount includes \$1,187,400: for the Holiday Lighting Celebration; Winter BOLD 2018 holiday programming and décor for Rodeo Drive; and Holiday Interactive Photo Activation. No further allocation is requested at this time.

RECOMMENDATION

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

Attachment 1



BH
RODEO DRIVE

BOLD HOLIDAYS 2018
Beverly Hills

Creative Strategy | Bright Lights, BOLD City

To position Beverly Hills as a modern, vibrant city with Rodeo Drive as its premiere destination. Our vision for the 2018 Holiday Lighting Celebration is to combine an avante garde theme with pop culture inspiration to create a modern, elevated BOLD Holiday.



COLOR PALETTE | BOLD & Bright



BRONZE

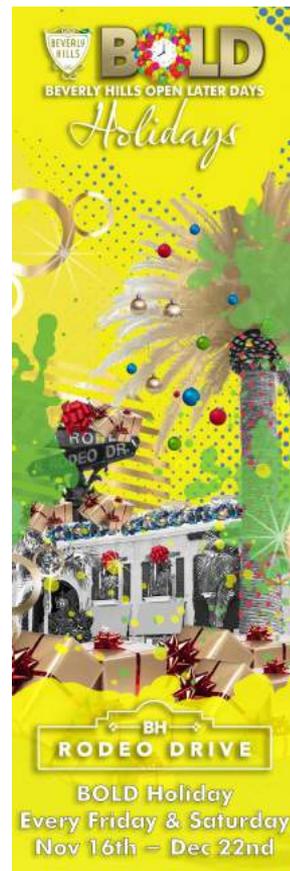
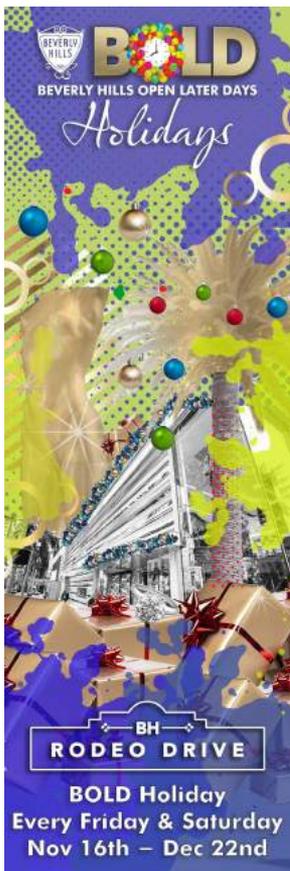
BLUE

BRIGHT GREEN

RED

YELLOW

DESIGN | Banners



SIGNAGE

DESIGN | Directional Signage Samples

Directional signage matching the color scheme and theme to be placed strategically during the Holiday Lighting Celebration





MEDIAN DESIGN & LIGHTING

MEDIAN DECOR & LIGHTING | Illuminated Starbursts



This installation of impactful groupings of illuminated starbursts will vary in size and density, creating a “pop art meets holiday” glowing design on Rodeo Drive.

During the day, these modern, avant garde inspired starbursts will catch consumers’ eyes with their beautiful brushed bronze finish.

At night a dazzling light show of color will be programmed on both the center median and sidewalk palm trees, bringing color to the sidewalks of Rodeo for the first time! The bronze starbursts will be the one element that remains a warm white light.

MEDIAN DECOR & LIGHTING | Illuminated Starbursts

74 Palm Trees
 Wrapped in BOLD
 Colored RGB
 Programmable
 LEDs on the
 Sidewalks of
 Rodeo Drive

A wave of
 Dimmable Brass
 Sphere's with Soft
 White Lighting
 Elements



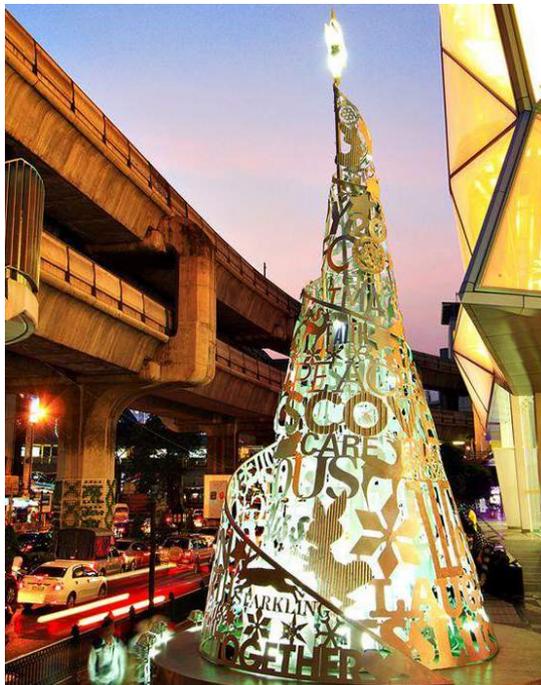
17 Palm
 Trees in the
 Rodeo Drive
 Median with
 BOLD
 Colored
 Canopy
 Uplighting

17 Palm Trees in
 the Rodeo Drive
 Median Wrapped
 with BOLD
 Colored
 Programmable
 RGB lights.

***All palm tree lighting on Rodeo Drive controllable and programmable.

HOLIDAY PHOTO ACTIVATION | Interactive Tree Display

Moving away from the traditional four walled box while incorporating the holiday spirit, this unique tree will display different phrases in multiple languages, reinforcing Rodeo Drive as an international destination and giving guests a unique photo experience.



Details: 11'H x 7'dia. Base

Key Words:

#BOLDBH
#ONLYONRODEO

Peace
Love
Joy

Various Languages:

English
Arabic
Chinese
Hebrew
Hindi
French
Japanese
Spanish
Farsi

HOLIDAY PHOTO ACTIVATION | Location: Outside of Battaglia (332 North Rodeo Drive)

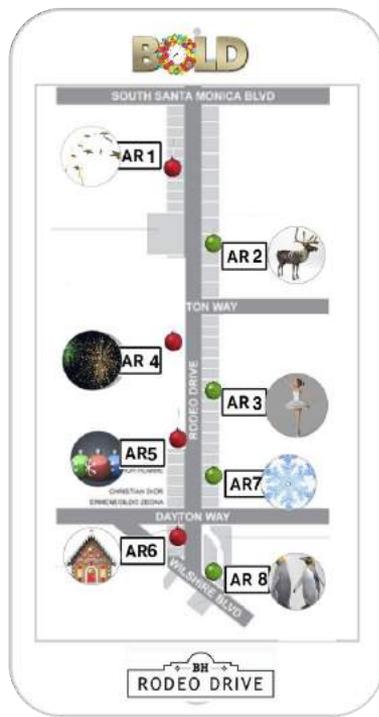
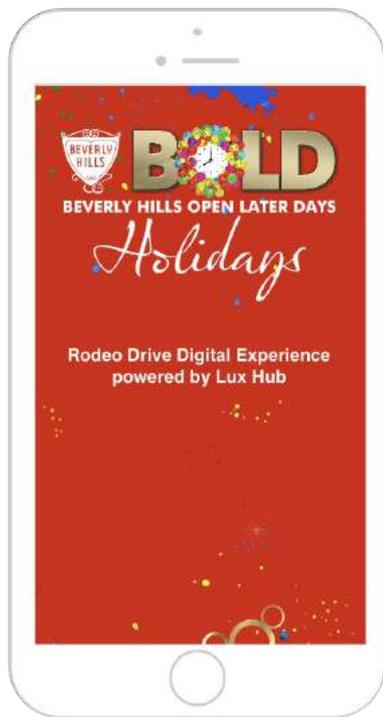


HOLIDAY PHOTO ACTIVATION | Location: Two Rodeo Drive



EXPERIENCE BOLD HOLIDAY ON RODEO | AUGMENTED REALITY

Something magical is going to happen this holiday season on Rodeo Drive. Engage and entertain shoppers as they experience the season like never before. For all six weeks of the BOLD Holidays campaign, visitors download the **Rodeo Drive Digital Experience** to unlock the magic of Holiday 2018.



HOW IT WORKS

1. User scans QR Code/Signage to download application
2. Application welcome screen explains how to activate the experience.
3. Static map appears on users phone with Activation Locations
4. GPS Coordinates activate magical scenes throughout Rodeo Drive
5. Push Notification Messages Pop Up when user is close to the location
6. 8 Destinations will be created
7. Photos will save on user phone for use on social media

EXPERIENCE BOLD HOLIDAY ON RODEO | AUGMENTED REALITY

Once guests download the app to their phone, they will gain access to each of the AR animations outlined below. A curated digital map will become available to all users showing them exactly where each AR touchpoint is and what the experience includes. Push notifications will give guests a warning that they are getting close to an activated area. When consumers arrive to the touchpoint, the app will prompt them to point their camera at the activated area and a beautiful animation with festive music will come to life before their eyes.



Scene: Starburst appear in burst across the screen



Scene: Large Ballerina will appear



Scene: Sparkling Stars will animate and fall from the sky.



Scene: Penguins will walk by



Scene: Snow will fall on Rodeo Drive



Scene: Gingerbread House Row



Scene: Reindeer will appear on sidewalk



Scene: User can drag and drop ornaments onto a virtual tree and take a photo

A photograph of a city street at dusk. The street is lined with palm trees, many of which are wrapped in warm white string lights. Several cars are parked along the left side of the road. In the foreground on the right, there is a planter box with green foliage and white flowers. The sky is a deep blue, and the overall atmosphere is warm and inviting. The text 'STAGE DESIGN' is overlaid in the center in a bold, yellow font.

STAGE DESIGN

STAGE DESIGN | Elevation





**ONGOING
BOLD
PROGRAMMING**

Programming Strategy

Building on the successes seen with BOLD Summer programming, we focused on creating BOLD Holiday programming that is digitally shareable, impactful and buzzworthy. All programming is new, fresh and will position Rodeo Drive as THE place to be during the Holiday Season.

Programming will run every Friday and Saturday nights, 5pm-8pm from November 16th - Dec 22nd.



LIVE PIANO BALLERINA MOMENT

Live, festive music playing throughout the streets of Rodeo Drive will be complemented by a gracefully dancing ballerina on top of a rigged piano. An elegant display for guests to not only admire but also share socially. Placed inside one of the K-Rail inset.



CALIFORNIA SNOWBALL

These larger than life California Snowball installations will allow guests to jump, play and interact with our version of a west coast snowball. A total of four oversized snow balls to be placed on Rodeo for guests to interact with.



LIVE FASHION ART

Don't blink! This acro, high fashion stunt will leave guests in awe as a painted human body morphs into a familiar looking shoe. Four platforms will be illuminated within different k-rail insets down Rodeo Drive, and the painted bodies will roam the street, stopping at each platform to morph into shape for up to fifteen minutes.

Watch Video Here: <https://www.youtube.com/watch?v=RmFPMoCUA4o>



LIVE ICE SCULPTING

Striving to encapsulate the holiday feeling in an elevated, live ice sculpting performance. The approved design will be prepared prior to arriving onsite, and the sculptor will add finishing touches with noise sensitive tools to unveil the true shape in real time in front of guests.



RODEO WINTER LOUNGE

By taking over one of the K-Rail seating areas, we create an elevated lounge styled with BOLD accents and a BOLD Holidays backdrop, where guests can purchase and enjoy a hot cup of coffee // hot chocolate while taking in the excitement of Rodeo Drive. Warm beverages will be served by a local artisan vendor in a BOLD branded sleeve featuring #BOLDBH. **Lounge area can accommodate up to 15.**



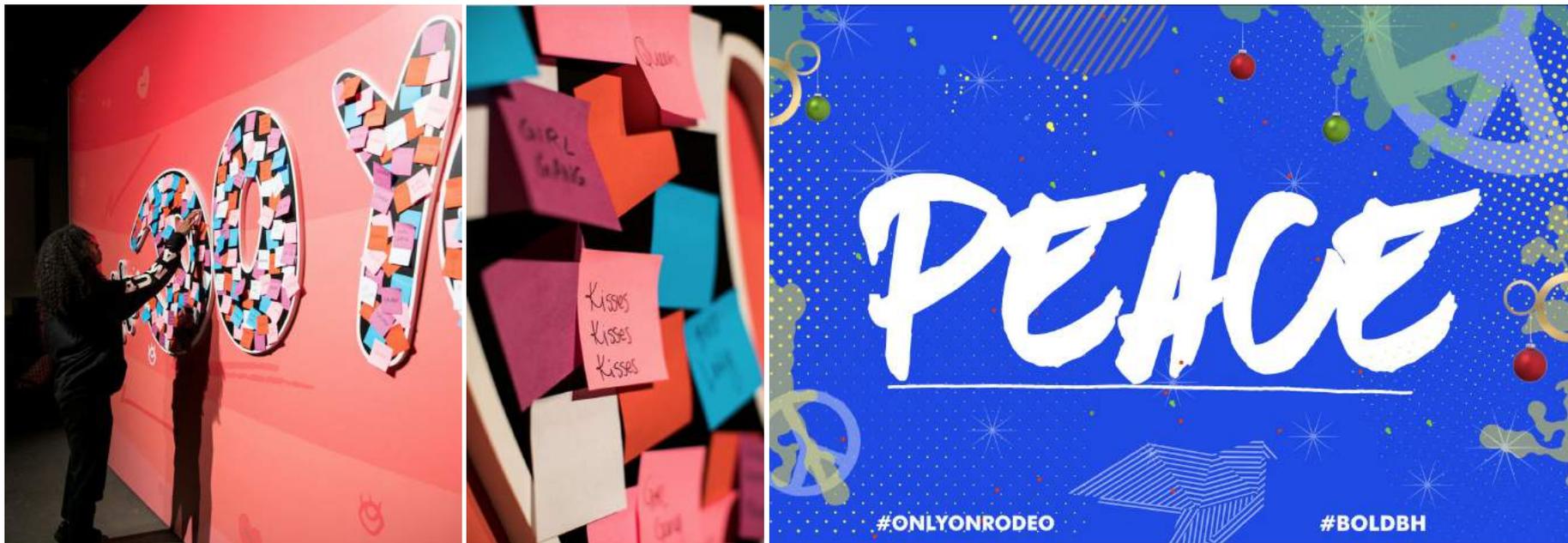
GET GIPHY WITH IT

Up to four giphy stations will be wrapped in vinyl to match our banner design and will be placed on Rodeo Drive. Guests will walk up to this user friendly bot to get a commemorative photo on the street that they can share with their entire social network!



PEACE WALL | Design, 12' W x 8' H

An outline of the word "PEACE" will be printed onto a backdrop. Guests are invited to write the word peace in their language and attach it to the wall, which will fill in the dimensional word PEACE in a beautiful colorful collage. Languages will be tallied at the end of the weekend so that we can track where Rodeo Drive guests are visiting from.



ENHANCED AUDIO

Upgraded audio system in the median will provide a premium sound experience for all guests on Rodeo Drive. Audio system will feature a playlist curated with a mix of new and classic music and feature music with Christmas and Hanukkah themes for everyone to enjoy. Enhanced audio will be present throughout the entire six week campaign.



PROGRAMMING CALENDAR | Nov. & Dec.

Thursday	Friday	Saturday
11/15	11/16	11/17
FOOD TRUCKS	LIVE FASHION ART	PIANO BALLERINA
Enhanced Audio + Curated Playlist		
HOLIDAY CELEBRATION 5:30PM - 8:30PM		
LIVE ENTERTAINMENT / PERFORMANCE		
11/22	11/23	11/24
	FOAM CALI SNOW BALLS	ICE SCULPTURE
	Enhanced Audio + Curated Playlist	
11/29	11/30	12/1
	GET GIPHY WITH IT	LIVE FASHION ART
	Enhanced Audio + Curated Playlist	
12/5	12/7	12/8
	FOAM CALI SNOW BALLS	RODEO WINTER LOUNGE
	Enhanced Audio + Curated Playlist	
12/13	12/14	12/15
	PEACE WALL	
	Enhanced Audio + Curated Playlist	
12/20	12/21	12/22
	PIANO BALLERINA	LIVE FASHION ART
	Enhanced Audio + Curated Playlist	



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
- Santa element
- Champagne Garden
- Elevated Food Trucks
- Holiday Lighting unveiling
- Fireworks show



KICK OFF ELEMENTS | Show

The Holiday Lighting Celebration will be an event to remember featuring non-stop main stage entertainment that will appeal to the whole family and encourage guests to get on their feet and dance.

Elements include:

- Emcee (Dawn McCoy)
- DJ
- Opening Performance
- Headliner
- Santa Moment
- Hospitality, Technical Riders, Travel, etc.



CHAMPAGNE GARDEN



SANTA MOMENT

Rodeo Drive's Santa Claus is not your typical 'milk and cookies' Santa. This Santa will make a daredevil entrance like no other, blowing last year out of the water. Details are forthcoming based on availability and logistics.





TALENT RECOMMENDATION

*Talent fees do not include agency fees, backline, FOH sound mixer, etc.



CELEBRITY DJ RECOMMENDATION | ALEX MERRELL



Genre

DJ

About

LA based DJ, Alex Merrell, has performed for internationally acclaimed brands including The Olympics, Vogue, Dior, Louis Vuitton, MTV, Spotify, Disney and HBO. She has been deemed one of Los Angeles' most up and coming DJs, having also shared the stage with acts such as Common, Cee Lo Green, Ludacris and Sia.

Cost

- \$2500 - \$5000



ADDITIONAL DJ RECOMMENDATIONS



DJ MISS NINJA
Instagram Following: 7K



DJ LADY X
Instagram Following: 2K



DJ A-KO
Instagram Following: 1K



DJ MIKE SINCERE
Instagram Following: 37.2K

Cost: \$1500 per DJ option

OPENING ACT RECOMMENDATION | SVET



Genre

Electric Violinist

About

SVET, an Electro Hip Hop Violinist as seen on America's Got Talent, is one of the most profound and unique acts of today. He is globally recognized for his incredible talent to recreate music and songs of today with the violin. While finishing a 60 city international tour, SVET has shared stages with iconic stars including Kanye West, Jamie Foxx, Phillip Phillips, Ceelo Green and The Black Keys.

Notable Performances

NBA Half-Time Performance for the Brooklyn NETS- Brooklyn
Adobe MAX at the Staples Center- Los Angeles
SouthWest Airlines annual banquet-Dallas Texas
BET Awards AfterParty with Chris Brown- Los Angeles
Opener for Tyrese Gibson NYE 2014 party- Dubai

Potential Add-on

Upbeat, background breakdancers in groups of two or five can perform for an additional cost in conjunction with Svet's performance.

Social

Instagram- 8,671 followers

Cost

- \$2500 Svet solo performance
- \$4500 Breakdancers freestyle during Svet performance
- \$6000 Choreographed performance with back up dancers

Watch Video Here: <https://www.youtube.com/watch?v=NNznrgsW3uY>

OPENING ACT RECOMMENDATION | URBAN ELECTRA



Genre

Electric Violinist

About

Powerful. Dynamic. Electrifying. Uninhibited. Chamber music this is not. Urban Electra is an all female electric string quartet with a repertoire that includes top hits from artists like Muse, Coldplay, The Rolling Stones, Led Zeppelin and everything in between. They play high-energy live music for corporate entertainment, social events and festivals. They can play a mix of holiday themed music along with current and past pop hits.

Set list will be approved in advance and curated with an engaging mix of upbeat contemporary and holiday themed songs.

Notable Performances

Performs at corporate events world-wide including a most recent performance in Dusseldorf Germany
Will be performing the Grand Reopening of the Seattle Space Needle
November 2018

Cost

- \$7000

Watch Video Here: <https://www.youtube.com/watch?v=HgXsc648raQ>



HEADLINE TALENT RECOMMENDATION | LIVE 61



Genre

Variety Band

About

LIVE 61 is one of the hottest corporate and private event entertainment groups in the country. Based out of Los Angeles, CA, this talented crew has performed with some of the biggest names in the music industry, at events all over the globe including Las Vegas, China, Hawaii, Australia, Mexico, Canada and Japan. With major record label experience all over the stage, this a high-energy show you don't want to miss.

Set list can be specifically curated with a mix of songs from all genres, pop, rock and holiday. Final set list to be approved by client prior to event.

Notable Performances

Major corporations the band has performed for include Google, Canon, IBM, MGM Grand Arena, HSBC, The Walt Disney Company, Los Angeles Lakers and the NFL, along with numerous high profile charities.

Cost

- \$15K

Watch Video Here: <https://www.youtube.com/watch?v=lYar-pmDVKg>

HEADLINE TALENT RECOMMENDATION | THE #BOLDBH BAND



Genre

Variety Band

About

Custom curated band consisting of a mix of instruments such as: Percussions, Strings, Keys, Horns, Vocalists, etc.

The #BOLDBH Band is a group of hand picked, specially curated band members for the City of Beverly Hills and Rodeo Drive. Their playlist is completely customizable, playing everything from holiday music to the latest hits. Their high energy appeals to a multigenerational audience and will get the crowd dancing on their feet.

Set List

Modern, holiday and classic hit songs that will resonate with an audience of all ages.

Cost

- \$15K-\$25K pending number of musicians and instruments

A photograph of a city street at dusk. The street is lined with palm trees, many of which are wrapped in warm white string lights. Buildings with arched windows line the street, and a few cars are visible. The sky is a deep blue. The text 'PR/DIGITAL' is overlaid in the center in a bold, yellow, sans-serif font.

PR/DIGITAL

PR & DIGITAL STRATEGY

Our overarching PR + Digital Strategy is to position Rodeo Drive as a modern, cutting edge city where commerce and experience meet through our 360 approach for the holiday season.

TACTICS:

PR

With our new AR capabilities and original, highly engaging programming, our goal is to attract local outlets such as Discover LA, Time Out LA, Los Angeles Magazine, etc. instead of celebrity driven national outlets. These publications are geared towards both locals and tourists alike, driving foot traffic to the street and increasing sales during the BOLD Holiday campaign.

Digital

Utilize key digital partnerships and branded experiential activations to increase the digital footprint for #BOLDBH and #OnlyOnRodeo.



PR & DIGITAL STRATEGY

Pre- Holiday Lighting Celebration & BOLD Holiday Campaign Outreach

- **4 weeks prior to kick off (week of 10/15)**
 - Secure calendar listings and local coverage including print and online
- **3 weeks prior to kick off (week of 10/22)**
 - Outreach to local broadcast for in-studio segments
 - Pitch gifting table with RDC members
- **2 weeks prior to kick off (week of 10/29)**
 - Press release distribution on PR Newswire (highlighting Kick-off event and select programming)
 - Invite local media including print and online publications to attend the event
- **1 week prior to kick off (week of 11/5)**
 - Continue push to local broadcast including KTLA, KCAL9, NBC, CBS, ABC, etc. for on-site coverage (Rodeo Drive) for kick off event
- **Week of kick off (week of 11/12)**
 - Confirm local broadcast including KTLA, KCAL9, NBC, CBS, ABC, etc. for on-site coverage (Rodeo Drive)

Ongoing BOLD Holiday Campaign Outreach

- Outreach to local print, online and broadcast for ongoing programming during the month of November and December
- Secure post kick off coverage in local and national outlets.



PR & DIGITAL STRATEGY | Dawn McCoy

Based on Dawn's performance during BOLD summer, we recommend again partnering for BOLD Winter

Talent to Potentially Provide:

- Emcee BOLD Holiday Lighting Celebration kick-off
- Attend 6 nights of BOLD Holiday programming
 - These dates are flexible and will not occur as consecutive weekends
 - 5:00 - 8:00 PM
- 7x Social Posts
 - 1x Lead up post prior to kick-off
 - 6x posts during BOLD Holiday (1x per week/between Wednesday - Friday)
- Accompany the Mayor on all broadcast opportunities to promote BOLD Holiday (depending on scheduling)
 - KTLA, NBC, FOX, etc.

Benefits of Partnership:

- Reaches over **300,000 users on social media**
- A fixture on Rodeo Drive during BOLD Summer and BOLD Holiday nights
- Utilizes personal influencer network to drive attendance to the pre event gathering and to Rodeo Drive

Total Cost:

\$10K



Digital Strategy | GIFS

GIFs are a "fun, virtual element" for BOLD Holiday that will be used on Instagram Stories to increase brand awareness for both the destination and campaign. Each custom GIF will be tagged with related keywords and appear any time those keywords are searched, thus providing another metric that reflects the viewership for each GIF. Additionally, graphics have proven to resonate more with consumers than basic imagery on Instagram stories.

***ONCE HOLIDAY DECOR IS APPROVED WE CAN SLATE IN DIFFERENT LOCATIONS AND IMAGES - THIS IS A SAMPLE ONLY**



A city street at dusk, featuring palm trees wrapped in warm white lights. Several cars are visible on the road, and buildings line the street. The overall atmosphere is warm and festive.

2018 BUDGET BREAKDOWN

2018 HOLIDAY BUDGET BREAKDOWN

Holiday Lighting Ceremony (HOLIDAY CELEBRATION)	\$250,000
Holiday Talent (HOLIDAY CELEBRATION) *DJ - Multiple live Acts - Santa Moment - Sound - Tech Riders - Talent Travel	\$100,000
Holiday Fireworks / Champagne Garden (HOLIDAY CELEBRATION)	\$30,000
Holiday Décor (Including Median)	\$200,000
Rodeo Drive Lighting	\$350,000
BOLD Winter Programming Allocation	\$190,000
"Holiday" Interactive Photo Activation - Q4 2018	\$67,400
TOTAL 2018 HOLIDAY BUDGET	\$1,187,400

THANK YOU

