



STAFF REPORT

Meeting Date: November 15, 2011
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Citywide Holiday Activities Overview

INTRODUCTION

This item transmits an overview of the events, activities and promotions in Beverly Hills during the 2011 holiday season.

DISCUSSION

The City of Beverly Hills in partnership with the Beverly Hills Conference and Visitors Bureau (BHCVB) and the Rodeo Drive Committee, have planned a variety of events, activities and promotions for the 2011 holiday season.

"Let it Sparkle" Holiday Décor Program on Rodeo Drive

The City and the Rodeo Drive Committee are partnering with Swarovski Elements (a division of Swarovski North America Limited) for a crystal-inspired "Let it Sparkle" Holiday Décor Program on Rodeo Drive. Swarovski Elements' design theme "Let it Sparkle" will not only dazzle visually, but will use social media to create a true, interactive experience. Beverly Hills' world-renowned shopping district Rodeo Drive will feature spectacular crystal helix sculptures with electronic tickering that will display visitors' "tweets" to their friends and family. The community is invited to attend the Holiday Décor Unveil Ceremony on Monday, November 21, 2011 at 7 p.m. on the 200 block of Rodeo Drive. The celebration will include the unveiling of the Swarovski Elements crystal helix sculptures, the "Let it Sparkle" holiday banners, "crystallized" designer couture, and more.

In addition, the City's other commercial areas will feature holiday décor to complement the "Let it Sparkle" theme on Rodeo Drive. This includes twinkle lights on trees located throughout the commercial areas, arch spans of white lights across Wilshire Blvd., and the installation of Santa at Wilshire Blvd. and Beverly Drive.

Sparkle 90210

The BHCVB will host Sparkle 90210 on Thursdays and Fridays throughout the month of December. From 5 p.m. - 8 p.m. on December 1, 2, 8, 9, 15 and 16, snow and sparkle effects will be featured at Two Rodeo Drive and Beverly Canon Gardens Park. Shoppers all over town will experience classic holiday traditions including horse and carriage rides, carolers and performers each of the six evenings. More than 60 stores throughout the Golden Triangle have signed on to stay open until 8 p.m. each night, allowing shoppers plenty of time to stroll, dine, shop and enjoy holiday cheer along the way.

Cirque du Soleil's OVO Family Days

The BHCVB and Cirque du Soleil will host OVO Family Days, on December 3 and 17 (10 a.m. - 1 p.m.) at Beverly Canon Gardens Park. In celebration of OVO from Cirque du Soleil, under the big top at the Santa Monica Pier beginning January 20, 2012, this family-friendly afternoon will feature face painting, chalk and balloon artists, interactive exhibits and more, making it a perfect event for the entire family.

Santa and Mrs. Claus Visit Beverly Hills

Santa Claus is coming to Beverly Hills again this year. Both he and Mrs. Claus will captivate children and adults at The Paley Center and Two Rodeo. The Claus' will be at The Paley Center for Media on Saturdays, December 10 and 17 and Sundays, December 11 and 18. They will be at Two Rodeo on Thursday, December 1 and Fridays, December 2, 9, 16, and 23. Also, look out for Santa and his reindeer as they once again fly high over Wilshire Blvd. during the holidays.

Santa and Seasonal Sounds at Two Rodeo

Holiday décor and live entertainment will be featured at Two Rodeo (Dickens carolers, a jazz trio and Caribbean-style musicians) and shoppers and passers-by will be serenaded by classic holiday musical selections each weekend between Thanksgiving and Christmas. Live performances will take place from 5 p.m. - 8 p.m. on: November 26 - 27, December 1 - 3, 15 - 17, and 19 - 23, with a final appearance on Christmas Eve from 1 p.m. - 4 p.m.

And To All a Free Night Hotel Promotion

The BHCVB has announced the return of the *And to All a Free Night* hotel promotion where visitors will receive a free night with the purchase of two or three nights, at ten participating hotels, between November 1, 2011 and January 8, 2012. New this year, hotels have added extras like generous restaurant or spa credits, access to a personal shopper and free transportation as well as a complimentary shopping card from Two Rodeo. Additionally, Swarovski Elements will provide a free gift, the Helix Pendant, to the first 200 people who book and stay in Beverly Hills during the promotion period.

FISCAL IMPACT

For Fiscal Year 2011/12, the City Council designated \$450,000 of the tourism and marketing budget for holiday décor and special events. The agreement with Swarovski North America Limited for the "Let it Sparkle" holiday décor program on Rodeo Drive in the amount of \$225,000 is included on this evening's formal agenda for City Council consideration. The City Council also approved an agreement with Utopia Entertainment,

Inc. for holiday décor for the City's other commercial areas to complement the Swarovski program on Rodeo Drive.

In addition, the City's annual funding agreement with the BHCVB provides for a variety of tourism and marketing programs and it includes a holiday marketing budget that provides funding for the initiatives outlined in this staff report.

RECOMMENDATION

It is recommended that the City Council receive and file this report on events, activities and promotions in Beverly Hills during the 2011 holiday season.

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Approved By