



## STAFF REPORT

**Meeting Date:** February 19, 2013  
**To:** Honorable Mayor & City Council  
**From:** Megan Roach, Marketing & Economic Sustainability Manager   
**Subject:** 2012 Holiday Decor Program and Ice Rink Event Snapshot  
**Attachments:** 1. Letter from Rodeo Drive Committee  
2. Ice Rink Event Report from Conference & Visitors Bureau

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### INTRODUCTION

This item transmits an overview of the 2012 holiday decor program and ice rink event.

### 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 Conference and Visitors Bureau ("BHCVB") and the Rodeo Drive Committee ("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.

The 2012 holiday program consisted of a variety of elements ranging from decorations, to music and an ice skating rink. Together they represented significant investment by the City in a major holiday program. This past holiday season the City successfully partnered with the BHCVB and the RDC on three initiatives, which were the 'Joy to the Hills' holiday banner campaign; the red branch theme holiday décor display on Rodeo Drive; and the holiday ice skating rink.

#### **Holiday Décor Program**

- Included warm, white lights in City's key commercial areas to achieve a winter wonderland effect, along with new holiday banners and other décor elements
- Festive, holiday music was added to Rodeo, Beverly and Canon Drives
- Rodeo Drive featured a stunning ice tree/red branch theme décor display
- Rodeo Drive, Two Rodeo and the Beverly Wilshire Hotel coordinated design theme for overall effect and impact

In addition, the Holiday/Special Events Liaison Committee (Councilmembers Bosse and Brucker) asked staff to contact Baccarat to assess their interest in bringing back the crystal chandeliers to Rodeo Drive that were installed from 2004 to 2009. Baccarat is very interested in partnering with the City and the RDC again and they are working on a proposal for the 2013 holiday décor program that can be built upon for the Centennial in 2014. Baccarat will celebrate its 250<sup>th</sup> Anniversary in 2014 and they see potential for a significant décor installation in Beverly Hills to commemorate both anniversaries.

### Holiday Ice Skating Rink

This past season Beverly Hills celebrated the holidays with a full-scale, public ice skating rink located in front of the iconic Beverly Hills City Hall on Crescent Drive within the city's Golden Triangle. The rink operated from Saturday, December 1, 2012 through Sunday, January 6, 2013 for a total of five weeks. A total of 10,827 skaters took to the ice during the event series. Below is an at-a-glance look at the rink revenue and costs.

<b>2012 Holiday Ice Skating Rink At-A-Glance</b>			
<i>City's FY 2012-13 funding agreement with BHCVB included \$200,000 for ice skating rink, which BHCVB credited back to City for agreement with Willy Bietak Productions, Inc.</i>			
<b>Agency</b>	<b>Item</b>	<b>Description</b>	<b>Amount</b>
City	Skating Revenue	Revenue from skaters, rentals and concessions	\$150,960
BHCVB	Sponsor Revenue	Ice rink sponsorship revenue	\$35,000
City	Ice Rink Operations	Ice rink operational costs (set up & strike, staffing, generator and fuel)	(\$136,016)
City	Ice Rink Décor	Ice rink décor and surrounding areas	(\$36,395)
BHCVB	Media	Ads in Courier, BH Weekly, LA Weekly, LA Magazine and LA Times	(\$47,000)
BHCVB	Creative	Artwork development for <i>Joy to the Hills</i> and <i>Gliding Through the Hills</i>	(\$16,000)
BHCVB/City	Security	Private security for ice rink during all non-operational hours	(\$22,500)
BHCVB	Banners	Ice rink banners for Santa Monica Blvd. and Crescent Drive	(\$6,000)
BHCVB	Sponsor Signage	Sponsor signage for ice rink perimeter	(\$5,000)*
BHCVB/City	Complimentary Tickets	Comp tickets for CVB and City VIPs	(\$2,000)
City	Characters	Characters at ice skating rink on select days	(\$10,400)
BHCVB	Jr. National Skating	Donation to Jr. National Skating for performance	(\$500)
<b>TOTAL</b>			<b>(\$95,851)</b>

\*\$1,500 of the \$5,000 was spent on panels for Crescent merchants to promote their businesses.

### Sponsorship

Two Rodeo, GEARYs, The Beverly Hilton Hotel, and Sprinkles Cupcakes were the rink's title sponsors, each providing \$10,000 (or equal value in-kind) for inclusion in banners and advertising. Ice rink perimeter panels were sold to Mastro's, Yogisan, Via Alloro, Piccolo Paradiso, Lawry's, and Il Pastaio. Free perimeter advertising panels were provided to Beverly Hills Market & Deli, Pioneer Hardware and Pascal's Barber Shop to promote their businesses.

### Décor

The City's contract with Utopia Entertainment, Inc. included funding for décor for the ice skating rink. Working with City staff, Utopia developed and executed a comprehensive décor plan, which included lit garland for the rink perimeter; artificial lit trees for both ends of the rink; lit trees adjacent to the rink; lighting for the booths; snowflake projections on the Annenberg theater building; and holiday image projections for City Hall. City staff also created banners for the light poles on the City Hall hardscape.

### Media

Nearly 1 million impressions were generated through extensive advertising and public outreach activities conducted by the BHCVB. Activities included advertisement buys in local and regional publications, marketing postcards, website exposure, and social media campaigns. In addition, the rink received several celebrity social media endorsements from Julianne Hough, Kyle Richards, Richard Simmons, and Shawn King.

### Activities

The BHCVB planned activities at the holiday ice skating rink including gourmet food trucks on select weekends and an opening day celebration on Saturday, December 1, 2012. The community was invited to attend the opening day event and partake in cupcakes and sparkling cider while enjoying the rink. The BHCVB also arranged for character entertainment on select weekends, as well as a performance by the Junior National Skating Champions on Saturday, December 15, 2012.

### **FISCAL IMPACT**

The ice skating rink generated \$150,960 in gross revenue. The BHCVB secured \$35,000 in sponsorship revenue for combined total revenue of \$185,960. The hard costs for the rink totaled \$281,811. Thus, the net cost for the ice skating rink was \$95,851. The BHCVB credited back to the City their original funding allocation of \$200,000 for the ice skating rink so the City could enter into the agreement with the ice rink vendor, Willy Bietak Productions, Inc. The BHCVB provided funding for media, creative, security, banners, and sponsor signage. The City provided funding for rink décor, characters, and some security through the Tourism and Marketing budget.

### **RECOMMENDATION**

It is recommended that the City Council receive and file the 2012 Holiday Décor Program and Ice Rink Event Snapshot.

Cheryl Friedling  
Approved By



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# **Attachment 1**



Dear Mayor Brien and members of the City Council,

On behalf of the Rodeo Drive Committee, we wanted to thank you for your support of our 2012 Holiday Decor program on Rodeo Drive.

The response by both retailers and our clients was overwhelmingly positive including some of the following comments:

"The best Rodeo Drive has looked in years."

"Loved the use of bright white lights. When you turned the corner onto Rodeo Drive, you knew you were someplace special."

"Our clients commented on how festive the street looked this year."

"The decor was a home run -- evenly distributed throughout the street and very Holiday."

"Felt like Madison Avenue or Chicago with the ice trees. Nice touch for those longing for an East Coast Holiday."

"We had clients bring family and friends back to see the decor and have dinner. Definitely a 'must see'."

"Coordinating with 2 Rodeo and the Beverly Wilshire, just helped the impact be that much bigger for the street."

To further promote the display, the RDC created a special You Tube video Holiday Card that was sent to all stores to send to their customers and heavily promoted the installation on Rodeo Drive's Facebook page with more than 20,000 followers. The You Tube video was the top video ever produced by Rodeo Drive with nearly 1,000 viewers and on Facebook information on Holiday Decor was the number one "liked" topic of 2012.

The Committee appreciates the City bringing back music to the street and they would like to see it continue; however, it will require some fine-tuning. In some cases, the music was blasting where in other locations it was barely audible. It has been suggested the content of the music should be mixed with more contemporary music rather than just classics. Also, many of the stores did receive calls from customers asking about the annual lighting ceremony or "Snow Days." We may want to consider some event element in 2013.

We would welcome the return of the Baccarat chandeliers in 2013 to complement the past year's decor.

As always, thank you for your continued support of the Rodeo Drive Committee.

Sincerely,

Jim Jahant  
President  
RDC

Shermeen Greenmun  
Holiday Decor Chairman  
RDC

# **Attachment 2**



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## BEVERLY HILLS HOLIDAY ICE RINK EVENT REPORT

**Description:** Beverly Hills celebrated the holidays with the city's first ever full-scale, public ice rink located in the Golden Triangle. Positioned in front of the iconic Beverly Hills City Hall building on Crescent Drive, the ice skating rink provided entertainment throughout the season for visitors and locals alike.

**Dates:** Saturday, December 1, 2012 – Sunday, January 6, 2013

### Metrics at a Glance

- 10,827 skaters took to the ice during the 6-week event series
- Revenue for skating and merchandise exceeded \$150,000
- Nearly 1 million (99,337,193) impressions due to public relations outreach
- Over \$40,000 in sponsorship generated (including in-kind)
- Three rink buy-outs, for private events, generated \$7,500 in sales during otherwise slow sales periods

### Additional Activities

#### Food Trucks

On Saturdays evenings and Sunday afternoons, the rink hosted popular gourmet food trucks who served savory and sweet treats. Trucks included: COOLHAUS, Buttermilk Truck, Chunk-n-Chip Cookies, Grilled Cheese Truck, Sweet E's Bake Shop, Crepe 'n Around, Komodo, Sweet Wheels, and Oooh La La Crepes.

#### Ribbon Cutting Ceremony

A ribbon cutting and photo opportunity was hosted at the rink on Wednesday, November 27 with Mayor William Brien, Vice Mayor John Mirisch, Councilwoman Lili Bosse, and Councilman Barry Brucker as well as members of city staff, Chamber of Commerce and Conference & Visitors Bureau.

#### Opening Day Celebration

BHCVB planned an Opening Day Celebration on Saturday, December 1 at 3:00 p.m. BHCVB created invitation artwork sent to the Rodeo Drive Committee, BHCVB Visitor Marketing Committee, BHCVB Board of Directors, City Council, City of Beverly Hills staff and the invite was sent out through the Beverly Hills Chamber of Commerce. BHCVB served "cupcakes and cider" – Sprinkles cupcakes and non-alcoholic sparkling cider.

#### Merchandise Sales

Per the City's request, BHCVB explored on-site sales of the Shop BH merchandise currently sold in our Visitor Center. VC Concierge sold merchandise on site every Saturday from December 1 - December 15 (total of 3 days). Sales totaled \$96.79.

#### Jr. National Skating Champions Performance

Local resident Lianna Thomas, an acclaimed junior figure skater, performed a routine at the rink with her partner David on Saturday, December 15.

#### Santa & Holiday Characters

Santa and holiday characters such as an Elf and Winter Princess entertained guests with visits, photo opportunities and by taking to the ice with them. Characters were present for four weekends.

### Ice Rink Revenue

Ice Rink revenue includes ticket sales, skate rentals and merchandise. The total revenue of the 2013 rink equaled \$150,40.75.

### Advertising

#### Print Advertising

- Los Angeles Magazine – December  
Full page color
- Los Angeles Times – Holiday Issue, Image Style - 12/2  
Full page color | circulation: 400,000
- Los Angeles Times – 12/2 and 12/9 and 12/16  
2" x 7" B&W ads – Main News West Zone Pg 4, Image Section Full Run Pg 2 and Image Section Full Run pg 2, respectively | circulation: 2.9 million
- Beverly Hills Courier – 11/23 and 12/7  
Full page color | circulation: 40,000
- Beverly Hills Weekly – 11/29  
Full page color | circulation: 15,000
- LA Weekly – 12/6  
Half Page color | circulation: 160,000

#### Online Advertising

- LAWeekly.com – Static Banners  
110,000 Impressions
- Beverly Hills Courier – Top Box Banner  
300,000 Impressions
- LAMag.com – Static Banners  
100,000 impressions
- LATimes.com – Static Banners  
734,000 impressions

#### Other

- Postcards distributed to all hotels, retail stores and restaurants within the Golden Triangle
- Posters displayed at City of Beverly Hills parking lots
- Banners installed along N. Santa Monica Blvd and on N. Crescent Drive

### Sponsorship

Two Rodeo, GEARY's The Beverly Hilton and Sprinkles were the rink's title sponsors, each providing \$10,000 (or equal value in-kind trade) for inclusion in banners and advertising.

Ice Rink perimeter advertising panels were sold to Mastro's, Yogisan, Via Alloro, Piccolo Paradiso, Lawry's, and Il Pastaio.

Free perimeter advertising panels were provided to Beverly Hills Market & Deli, Pioneer Hardware and Pascal's Barber Shop, at the direction of the City of Beverly Hills, in order to compensate for the effect the street closure may have on their business.



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## BEVERLY HILLS HOLIDAY ICE RINK EVENT REPORT CONT'D & PARTNER FEEDBACK

### Web & Interactive

#### BHCVB Website (LoveBeverlyHills.com)

- Joy To The Hills (all Holidays) Featured Event Homepage Module & Pop-Up - 26 days of exposure
- Gliding Through the Hills (Ice Rink) Featured Event Homepage Module & Pop-Up – 28 days of exposure
- Joy To The Hills (all Holidays) Dedicated Page – 7,548 Page Views (6,977 Unique Views)

#### BHCVB Emails

- BHCVB Visitor e-Newsletter (December) – 6,911 Sent  
890 Opened Emails – 10.3% Open Rate
- BHCVB Visitor Ad Hoc Email (November 30) – 10,074 Sent  
3,492 Opened Emails – 15% Open Rate

Total Distribution: 4,382 Opened Emails

#### Social Media

- Twitter page background and Facebook avatar both featured Joy To The Hills holiday-themed graphics
- Created #JoyToTheHills holiday hashtag. Included it on all holiday collateral and most advertising. Over 70 Instagram images used this hashtag.
- Created a Foursquare location listing for Beverly Hills Ice Skating Rink. This allowed for Foursquare check-ins and geo-tagging on Instagram photos. Over 50 Instagram images were geo-tagged at the rink.

#### Celebrity Social Media Endorsements

Actress Julianne Hough tweeted about the ice rink and added photos to Instagram (747,202 followers). Real Housewives of Beverly Hills star Kyle Richards (528,569 followers), Richard Simmons (22,367 followers) and Shawn King (13,098 followers) also posted about the rink.

Total impressions from celebrity endorsements via Twitter and Instagram: 1,314,564

### PR

- Total impressions: Nearly 100 million (99,337,193)
- Number of stories: 38

#### Coverage Highlights

- Los Angeles Confidential
- Antelope Valley Press
- Time Out Los Angeles
- Luxury Travel Advisor
- SeeCalifornia.com
- Where Los Angeles
- Elite Traveler
- JustLuxe.com
- BeverlyHills.Patch.com
- Beverly Hills Courier
- Beverly Hills Weekly
- Los Angeles Magazine
- LA Weekly
- Eye Spy LA.
- HuffingtonPost.com
- GenLux
- TheDailyTruffle.com
- TheLifeOfLuxury.com
- Hosts of KNX 10.70 news radio, serving Los Angeles County, Orange County, Ventura County, Riverside County, San Bernardino County and San Diego County, call out the Beverly Hills ice rink while hosting the show from Luxe Rodeo Drive on December 7.

#### Community Outreach

Due to community outreach about the ice rink and holiday events, the following local schools included articles in their newsletters, school papers and websites: Beverly Hill High School, El Rodeo School, Beverly Vista School, Hawthorne School, and Horace Mann School.

### Partner Feedback

The following Beverly Hills businesses provided information and feedback in response to the Beverly Hills Conference & Visitors Bureau's direct outreach to those who signed the Beverly Hills Chamber of Commerce's letter of support for the rink to be placed at Beverly Gardens Park.

- **Pomellato:** Manager emphasized the importance of building traditions year after year stating that increased traffic and sales, "don't happen overnight" and "there needs to be anniversaries for the event to get a community feel. They did not see increased sales from the rink but shared that was never their intent in supporting it. They saw it as a great community event and felt it was successful in that regard.
- **Crate & Barrel:** Felt there was increased foot traffic in their area this holiday season and the manager personally felt "a festive feel and more energy at night on my way home." Many of their customers were speaking about the rink.
- **Paley Center for Media:** The Paley shared that they were in support of the rink because it, "was mutually beneficial for us. Some people came from the ice rink to the Paley Center and we sent people to the ice rink." They had many guests, as well as employees, who said they loved the rink.
- **Momed:** Momed supported the originally planned Beverly Gardens Park location and was not happy with the Crescent Drive placement: "Location was terrible, especially since it was next to a construction site."
- **Brooks Brothers:** Did not feel that the rink generated more foot traffic or business for their store, but felt it was a great event for the community. Manager shared they received positive feedback from customers, mostly on the weekend and also saw positive feedback on the Facebook newsfeed.
- **Hoteliers:** Those interviewed (The Peninsula, Montage, Thompson, L'Ermitage & Beverly Hilton) felt it was a great community event, but did not think it drove incremental business.
- **Participating Food Trucks:** All food trucks shared positive feedback in terms of wanting to partner with Beverly Hills again, however many struggled with sales due to site layout and colder than usual weather. The afternoon time slots (2-5pm) were far more successful than the evening slots (5-8pm) wherein guests had either already eaten or were headed to dinner.

### Public Feedback

"As a parent living here in Beverly Hills with two kids, I just wanted to write in and say thank you for organizing the ice rink this past month. We enjoyed it tremendously and hope you do it again next season." - Alex Grossman

"@LoveBevHills had the best time skating on the rink...can't wait til next year!" – tweet from @byTanjaLA