



STAFF REPORT

Meeting Date: October 3, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Presentation on January 28, 2014 Centennial Block Party Event
Attachments: 1. Event Proposal from Utopia Entertainment, Inc.

INTRODUCTION

This item provides a proposal from Utopia Entertainment, Inc. to produce a January 28, 2014 birthday block party event to commemorate the City's Centennial.

DISCUSSION

On August 6, 2013, the City Council approved the portfolio of events and initiatives to commemorate the City's Centennial in 2014. The programming is intended to engage all segments of the community by offering events and initiatives that appeal to residents, businesses and tourists.

The portfolio of events and initiatives includes \$150,000 for a 100th Birthday Block Party on January 28, 2014, which is the City's 100th birthday. At the August 6th meeting, the Council asked staff to return with a detailed proposal, including a site plan and budget, for the block party event.

Several months ago the City administered a Request for Proposal ("RFP") inviting event production companies to submit proposals for a 100th Anniversary Gala event on January 28, 2014 at Greystone Mansion. The event was envisioned to include a sit-down dinner for several hundred people along with entertainment and other activities. While the City Council set an initial budget of \$150,000 for the Gala, it was determined that additional funding would be needed to produce the event through ticket sales and fundraising/sponsorships.

The City received two proposals in response to the RFP and the proposals were shared with the Centennial Ad Hoc Committee (at the time Chair Dick Rosenzweig, Councilmember Bosse and Councilmember Brucker). The Committee expressed concern that based on the proposed ticket price and capacity limitations at Greystone Mansion, some community members may be unable to participate in the event.

The Centennial Ad Hoc Committee asked staff to restructure the event to be open to the entire community, free of charge. Utopia Entertainment, Inc. was one of two companies

that submitted a proposal for the event at Greystone Mansion. Utopia Entertainment is a full service entertainment and events company that delivers exceptional event marketing productions for brands, institutions, agencies, non-profits and entertainment clients like NBC Universal, DreamWorks, and Sony. In addition, Utopia currently administers the City's holiday décor program. Due to the thoroughness of Utopia's proposal and their history producing successful holiday décor and events programs for the city, staff asked Utopia to re-submit a proposal for the Centennial community event on January 28, 2014.

On September 16, 2013, Utopia presented the event proposal to the Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Bosse, and BHCVB representative Offer Nissenbaum) for review and feedback. As proposed, the event would be held in the early evening on January 28th and staged primarily in front of City Hall on Crescent Drive and include the second floor rotunda and Municipal Gallery.

The event would be free and open to the community and feature amazing entertainment, rooftop fireworks off City Hall, children's activities, historical displays, and beverages. The total funding needed to produce the event is approximately \$150,000. While Utopia had initially explored the use of The Wallis Annenberg Performing Arts Center facilities as part of the event, the concern was that additional entertainment at the Annenberg would put the event over the \$150,000 budget.

Following Utopia's presentation to the Centennial Ad Hoc Committee, the Committee asked staff and Utopia to re-explore the use of the Wallis Annenberg facilities as part of the January 28th event. The Committee recommended utilizing some or all of the \$50,000 in funding currently allocated to the Happy Birthday Beverly Hills Concert initiative to provide additional funding for entertainment at the Wallis Annenberg. Specifically, the Committee asked Utopia to explore the cost and feasibility to provide musical entertainment in the Wallis Annenberg Goldsmith Theater. It should be noted that there is an existing volunteer committee overseeing the development of a Happy Birthday Concert and should the Council provide direction to re-allocate this funding to the January 28th event, staff will work with the committee on opportunities to assist with the creative development of the entertainment portion of the January 28th event.

The Wallis Annenberg has agreed to 'go dark' with performances on January 28, 2014. In addition, the City's lease with the Wallis Annenberg includes a provision regarding City-sponsored events. While the lease provides the City with up to fifteen (15) days of events in the theater or surrounding facilities, it specifies that the City shall be responsible for all ancillary costs including, but not limited to, janitorial, security, sound, entertainment, décor, and professional staff.

In addition, the Goldsmith Theater poses some logistical challenges since it has a capacity of 500 people. Since the event is free and open to the community, it is difficult to anticipate exactly how many people will attend. By way of example, the City's holiday lighting ceremony several years ago on Rodeo Drive, which is similar in scope to this event, brought in approximately 2,500 to 3,000 people. Since the Theater cannot accommodate this many people at one time, one option is to host a sing along or musical performances at various intervals throughout the evening. Another option is to stage roaming entertainment in the Grand Hall, which allows people to arrive and depart at varying times.

The event proposal from Utopia Entertainment is included as Attachment No. 1 to this report and it includes options for entertainment at the Wallis Annenberg as part of the January 28th event.

FISCAL IMPACT

The Fiscal Year 2013-14 Tourism and Marketing Budget includes \$950,000 for Centennial events and initiatives, including \$150,000 for the 100th Birthday Block Party event on January 28, 2014 and \$50,000 for a Happy Birthday Beverly Hills Concert.

RECOMMENDATION

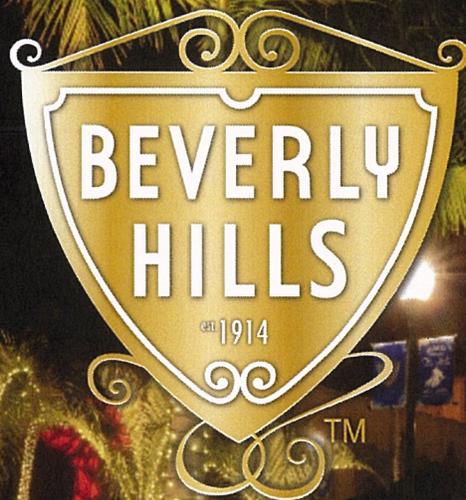
Staff recommends that the City Council provide direction on the 100th Birthday Block Party event proposal for January 28, 2014.


Cheryl Friedling

Approved By

Attachment 1

Beverly Hills 100th Birthday Block Party



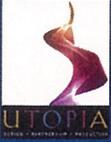
UTOPIA ENTERTAINMENT, INC

UTOPIA ENTERTAINMENT is a world class themed entertainment and lifestyle events company that delivers exceptional event marketing productions for brands, institutions, agencies, non-profits and entertainment clients like NBC Universal, DreamWorks, Paramount and Sony. We've conceptualized, developed and produced everything from promotional tours, to film launch events, to theme park attractions, to lifestyle festivals, while also bringing aboard marketing partners and Sponsors like Subaru and American Express.

DESIGN + PARTNERSHIP + PRODUCTION = UTOPIA
Just Imagine



WWW.UTOPIAWORLDWIDE.COM

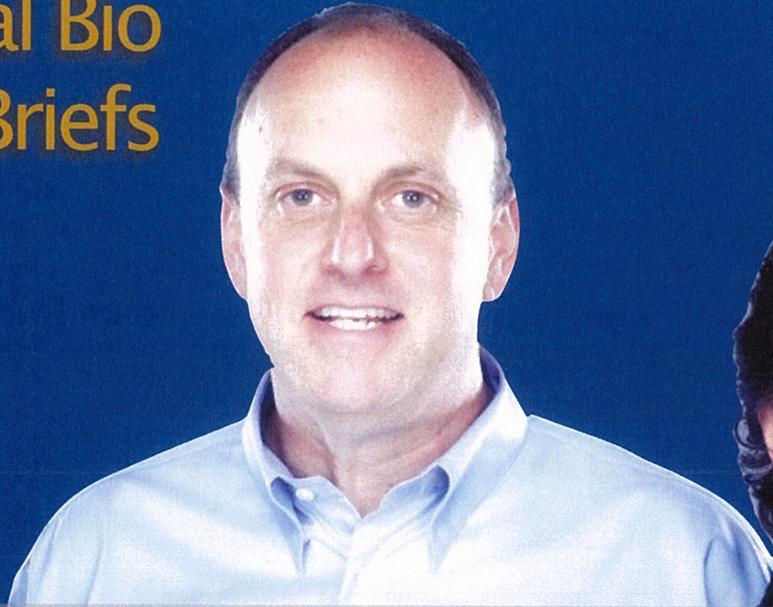


Principal Bio Briefs



Ferris Thompson, EVP Marketing & Business Development

As the EVP Marketing and Business Development for Utopia Entertainment Inc. Ferris Thompson has more than 25 years of experience in entertainment, sports and non-profit events and sponsorships with premier properties and Fortune 500 companies. He most recently was the VP Corporate Development at the X PRIZE Foundation, and has held senior executive roles at Edelman and Universal Studios. Over his career he has worked closely with global corporations as diverse as Cisco, Chrysler, GSK, Unilever and PepsiCo.



Norman Kahn, Chief Executive Officer

As CEO of Utopia Entertainment, Inc., Norman Kahn brings over 25 years of design and production experience to the company's day-to-day operations. Prior to founding Utopia, Norman served as General Manager of Soundelux Showworks, Vice President of Entertainment for Universal Studios Hollywood, and eight years with Universal Creative. Norman also has a diverse background in Event Production, having produced corporate theater events for companies such as IBM, Toyota, and Price Waterhouse Coopers.



Daniel Burzlaff, President & Chief Creative Officer

As co-founder and President of Utopia Entertainment, Inc., Daniel Burzlaff has 30 years of experience within the themed entertainment industry. Prior to launching Utopia 10 years ago, Daniel has held creative/management posts with SeaWorld, Soundelux Showworks, and Universal Studios. Over the years Daniel has had the good fortune to work with clients such as Six Flags Theme Parks, Samsung, NBA, Warner Brothers, San Diego Zoo and Nickelodeon Studios.

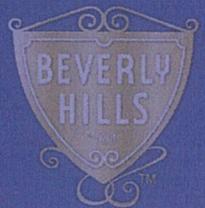
Beverly Hills 100th Birthday Block Party



A festive block party celebrating 100 years of Beverly Hills for residents and visitors

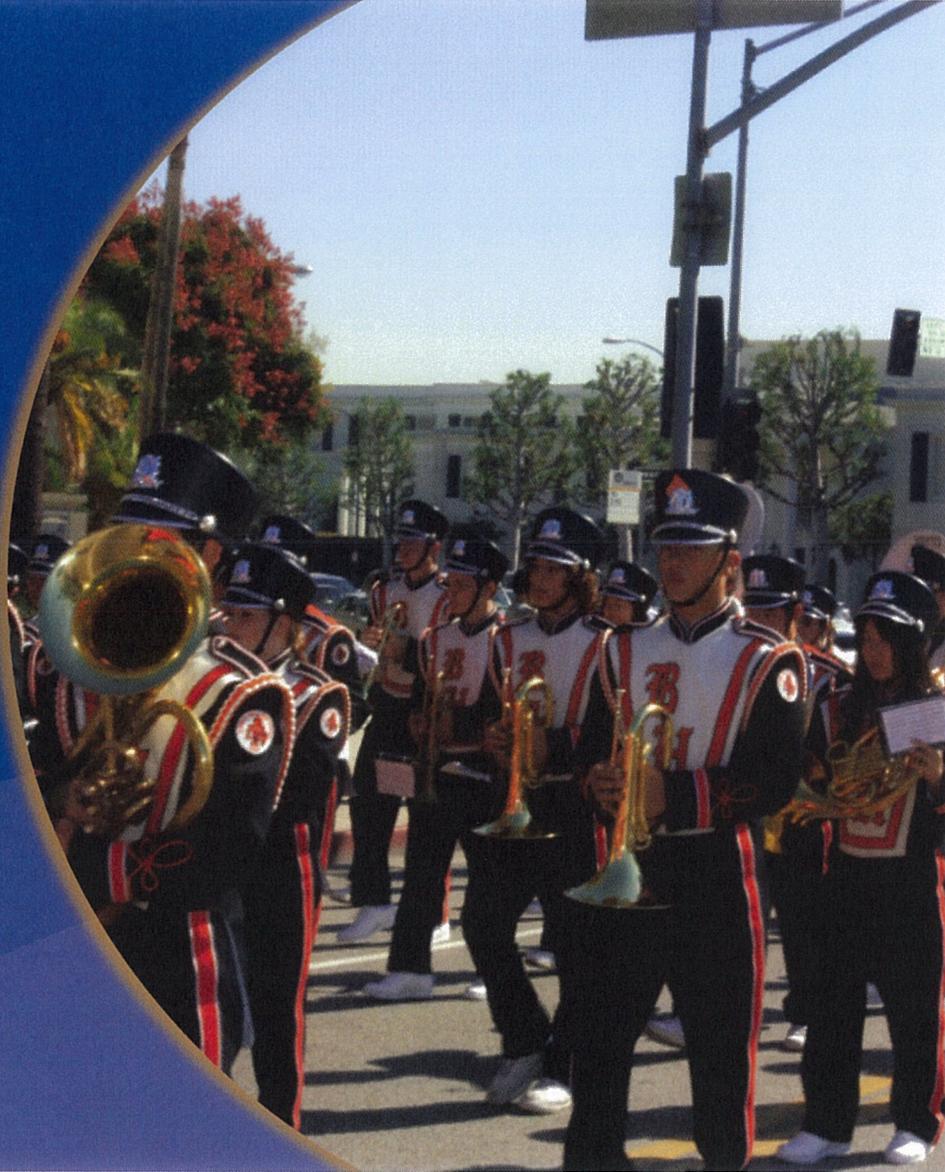
Key Elements Include:

Amazing Entertainment
City Hall Rooftop Fireworks
Hot and Cold Beverages
Children's Activities
Centennial Themed Dessert
Historical Displays
Audience Interaction and Fun

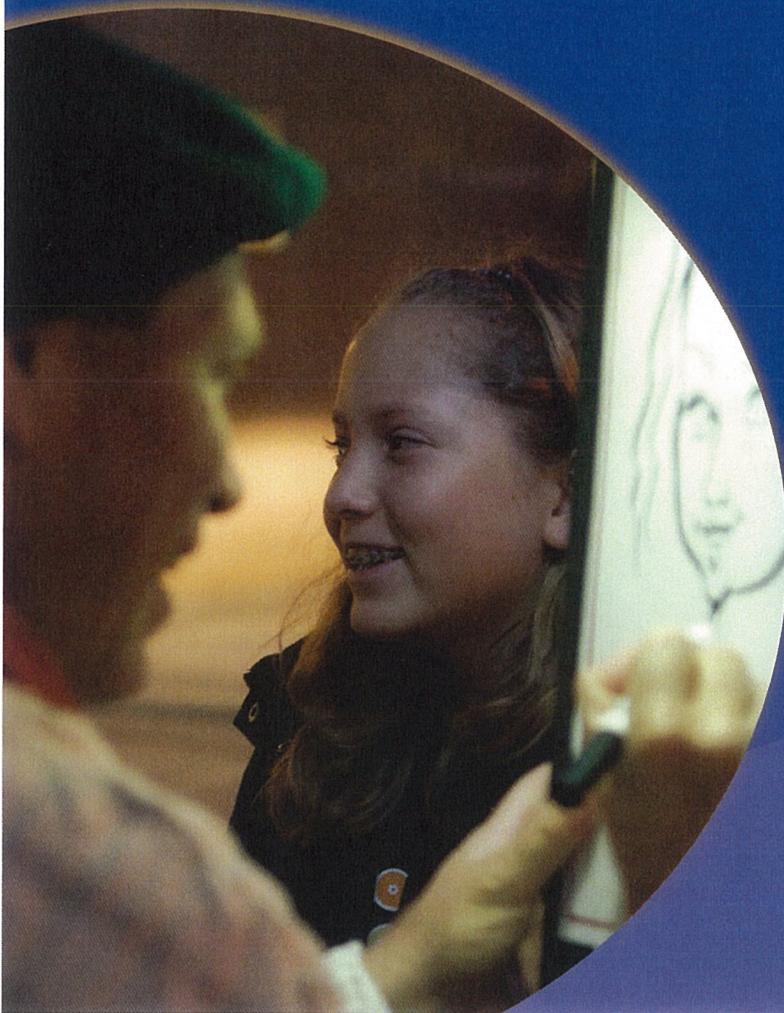


Entertainment

- Live Band
- Beverly Hills High School Marching Band
- Dancing in the Streets
- Roaming Entertainment
- Pianist in Municipal Gallery



Interactives



- Centennial Merchandise for Purchase
- Historical Memorabilia Exhibit
- Face Painting
- Streamer Cannon Release
- Beverly Hills Days Memory Wall
- '100 Years, 100 Stories' Oral History Video Booth
- Children's Activities
- Beverly Hills Trolley Photo Op

Rooftop Fireworks

- Custom Aerial Pyrotechnic Display
- Featuring Retrospective Musical Score
- Celebrity Ambassador Throws the Switch!
- Finale Featuring 100 Comets!



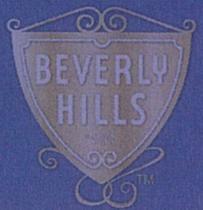
Beverages

- Self Serve Hot Cocoa
- Self Serve Punch

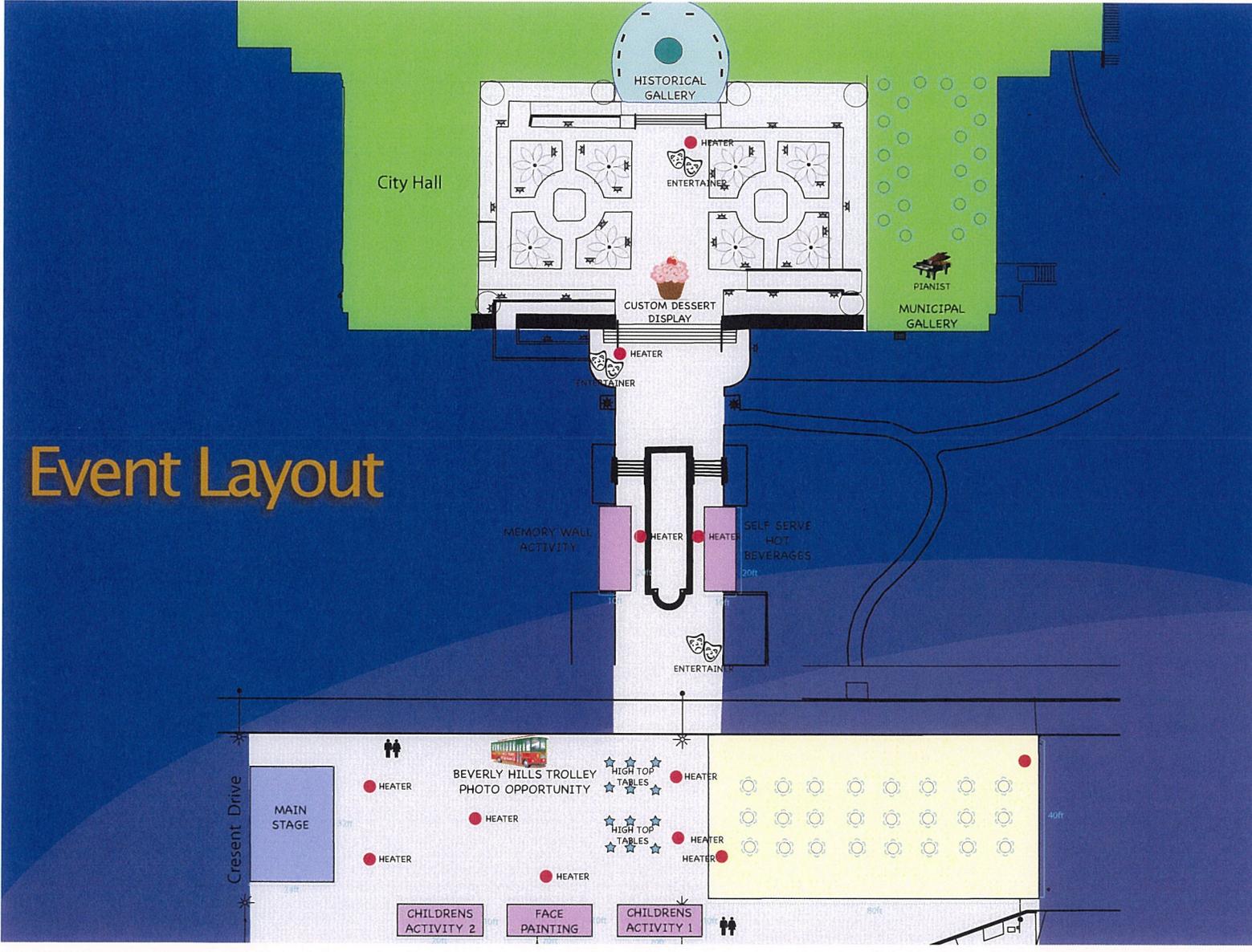


Covered Seating

- Tented seating location to enjoy live band and entertainment



Event Layout



Beverly Hills 100th Birthday Block Party

Budget

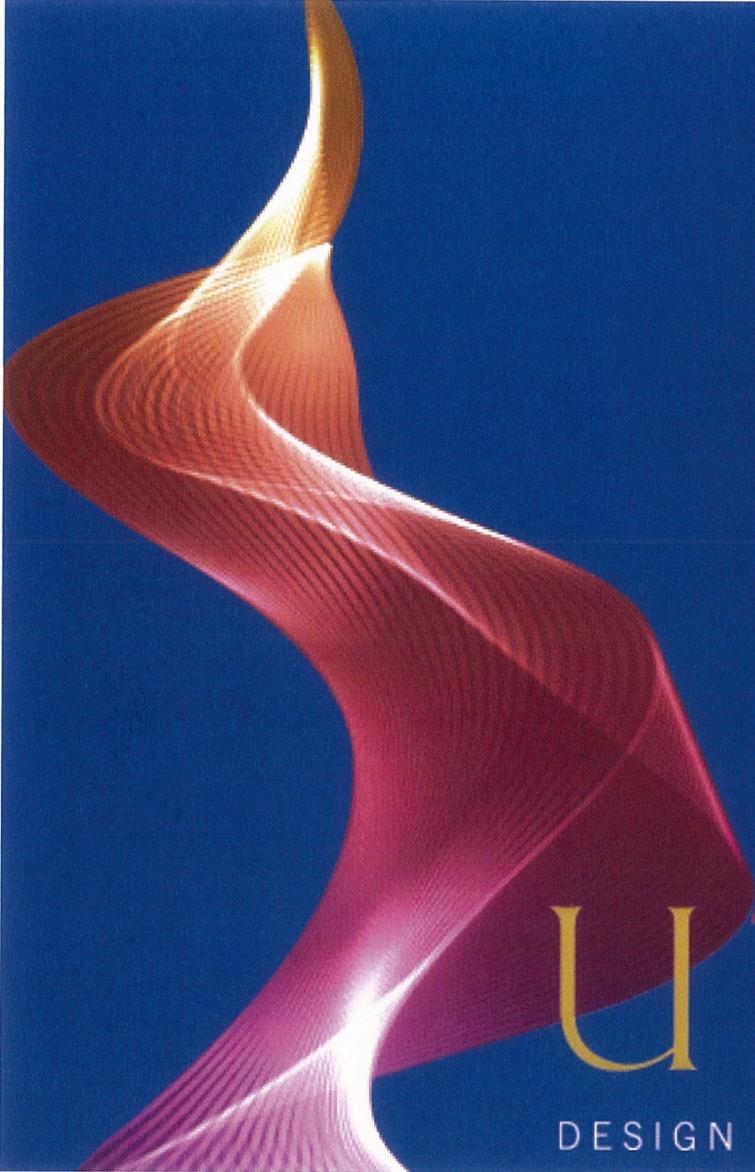
Event Support, Rentals, Operations	\$58,892
Children's Activities Total	\$6,348
Entertainment & Fireworks	\$53,878
Project Management	\$22,480
Design	\$4,200
Beverages	\$4,200

Grand Total \$149,998

Beverly Hills 100th Birthday Block Party

Milestone Schedule

October 2, 2013	Commence Event Design
October 15, 2013	Preliminary Design Complete
October 29, 2013	Final Design Complete, Production Commences
November 18, 2013	Production Review
December 2, 2013	Confirm All Production Resources, Contracting, Etc.
January 14, 2014	Final Production Review
January 28, 2014	Event



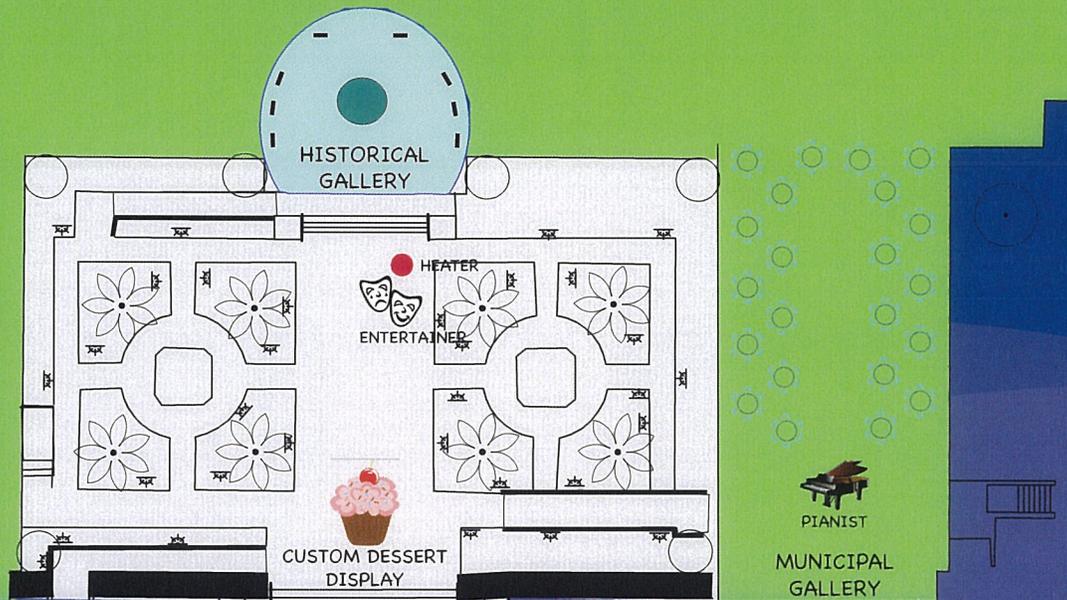
Additional Layouts

UTOPIA

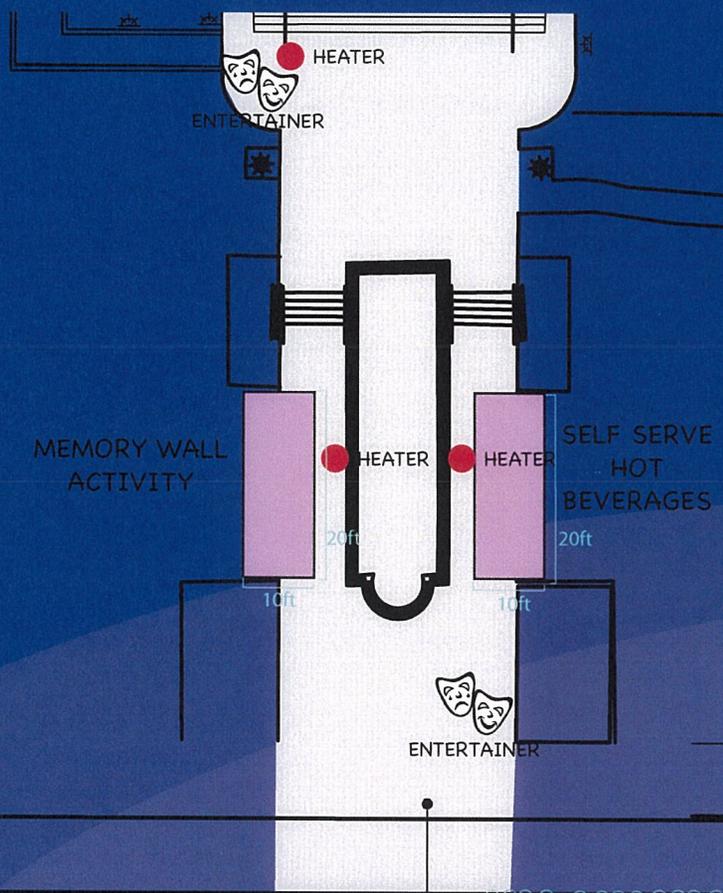
DESIGN + PARTNERSHIP + PRODUCTION

City Hall

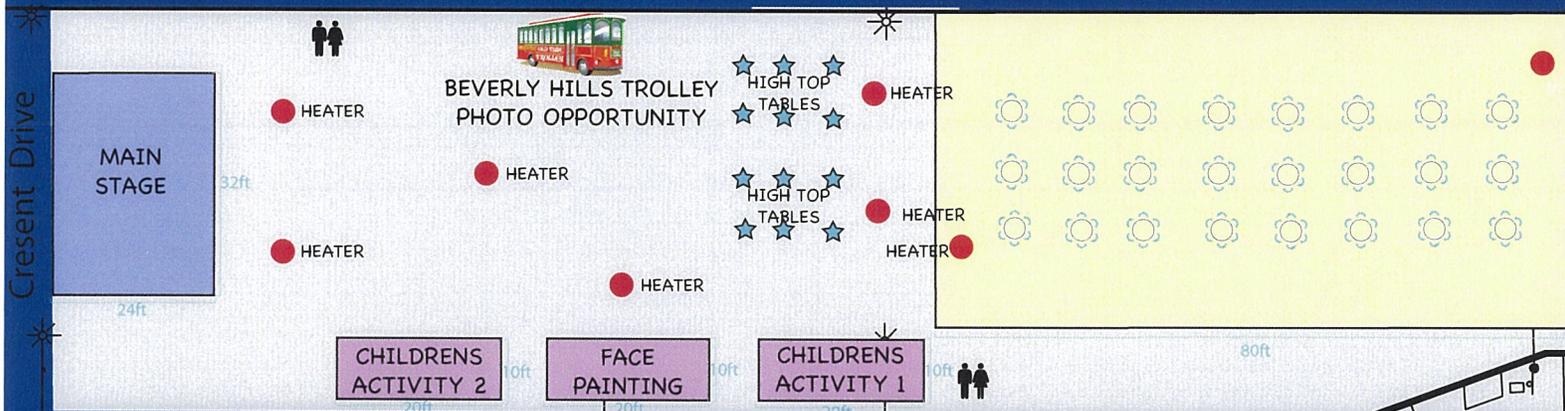
City Hall

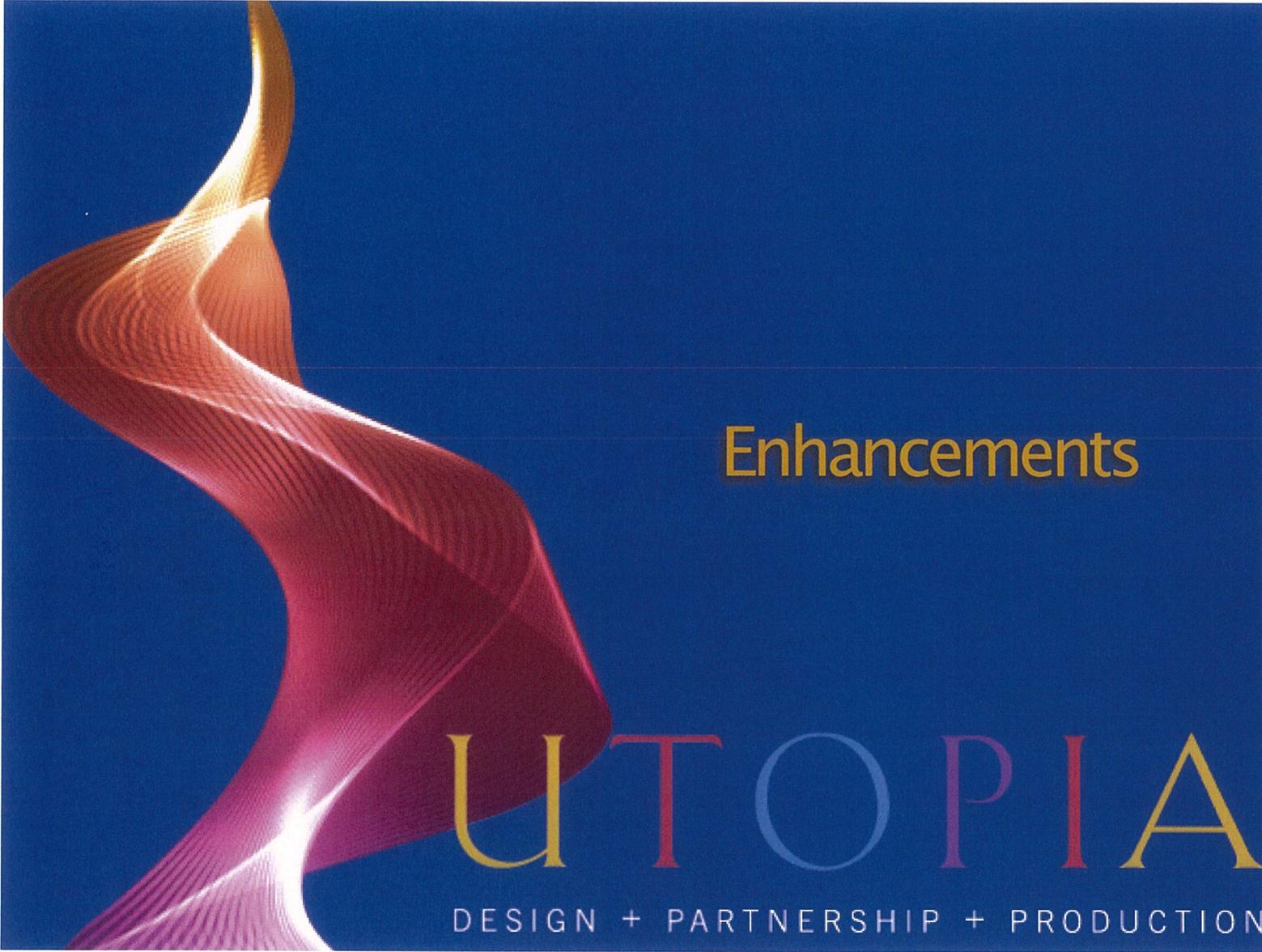


City Hall Courtyard



Crescent Drive





Enhancements

UTOPIA

DESIGN + PARTNERSHIP + PRODUCTION

Enhancement Elements

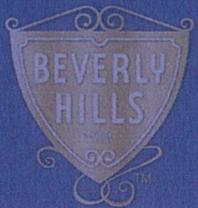
- Wallis Annenberg Center – Entertainment & Activities
- Custom Dessert for 1500 guests & additional beverages
- Wallis Annenberg’s Goldsmith Theatre – Live Show(s)
 - Option One: Sing-a-long
 - Option Two: LA Lawyers Philharmonic Orchestra
 - Option Three: Will Rogers Tribute Show



Wallis Annenberg Center Enhancements

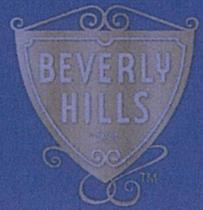


- Festive Decor
- Hold & Cold Beverages (Cocoa & Punch)
- Photo Op Activity (Free Custom Photo – Green Screen)
- Roaming Live Entertainment
- Wayfaring and Event Signage



Additional Beverages and Dessert

- Additional Beverages for 1,500 Birthday guests
- Custom Dessert for 1,500 patrons from local bakery
- 100th Birthday Display for Dessert



Wallis Annenberg Center – Show Options

Option One: Sing-a-long

- Hosted by a Beverly Hills Resident
- Supported by Volunteer Band or Orchestra
- Features Songs, Composers or Musicians From Beverly Hills



Wallis Annenberg Center

Option Two: LA Lawyers Philharmonic Orchestra

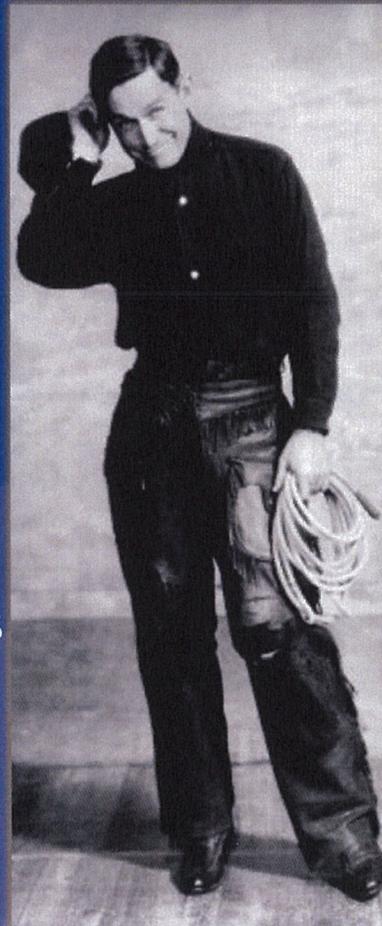
- Features Nostalgic Songs from the Past
- Upbeat and Lively Musical Entertainment



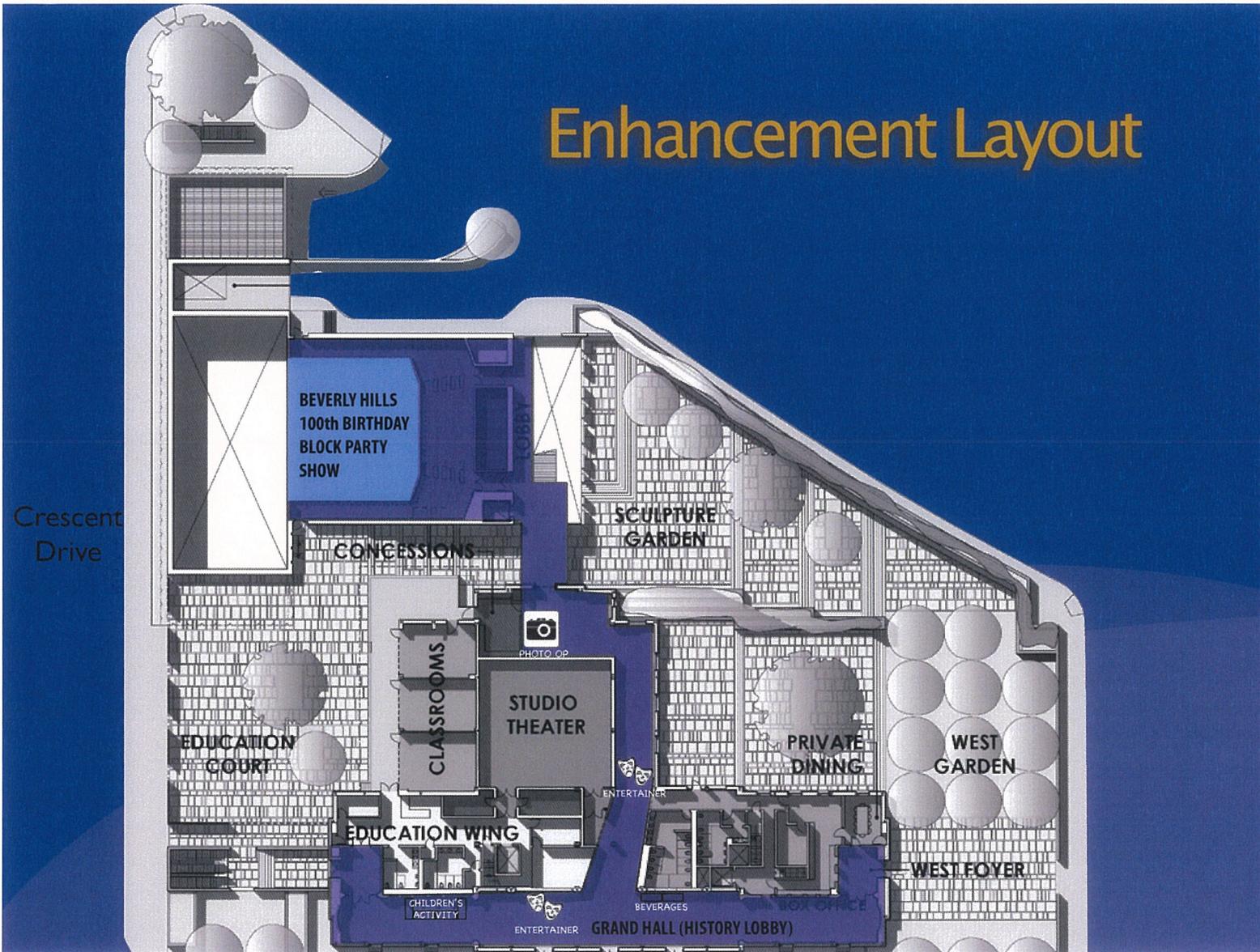
Wallis Annenberg Center

Option Three: Will Rogers Celebrates Beverly Hills! Tribute Show

- Nostalgic Family Show Experience
- Features “First Mayor” of Beverly Hills
- Comedy, Wit, Roping Tricks
- Performed in the Style of World Renown Entertainer, Will Rogers



Enhancement Layout



Enhancement Elements

BLOCK PARTY ENHANCEMENTS OPTION 1 SING-A-LONG		
WALLIS ANNENBERG CENTER - GOLDSMITH THEATER		
THEATER FEES/COSTS		\$ 15,000
VOLUNTEER BAND OR ORCHESTRA (ESTIMATE)		\$ -
	SUB TOTAL	\$ 15,000
WALLIS ANNEBERG ENHANCEMENTS (GRAND HALL)		
DÉCOR, BEVERAGES, ACTIVITIES, PHOTO OP, ENTERTAINMENT		
	SUB TOTAL	\$ 15,000
DESSERT(CUSTOM DISPLAY) & ADD'L BEVERAGES		
	SUB TOTAL	\$ 11,750
UEI PRODUCTION SUPPORT		
SHOW PRODUCTION & SITE MANAGEMENT		
	SUB TOTAL	\$ 3,250
	ENHANCEMENTS TOTAL	\$ 45,000

Enhancement Elements

BLOCK PARTY ENHANCEMENTS OPTION 2 LA LAWYERS PHIL		
WALLIS ANNEBERG CENTER - GOLDSMITH THEATER		
THEATER FEES/COSTS		\$ 15,000
LA LAWYERS PHILHARMONIC ORCHESTRA (ESTIMATE)		\$ 4,500
	SUB TOTAL	\$ 19,500
WALLIS ANNEBERG ENHANCEMENTS (GRAND HALL)		
DÉCOR, BEVERAGES, ACTIVITIES, PHOTO OP, ENTERTAINMENT		
	SUB TOTAL	\$ 15,000
DESSERT(CUSTOM DISPLAY) & ADD'L BEVERAGES		
	SUB TOTAL	\$ 11,750
UEI PRODUCTION SUPPORT		
SHOW PRODUCTION & SITE MANAGEMENT		
	SUB TOTAL	\$ 3,250
	ENHANCEMENTS TOTAL	\$ 49,500

Enhancement Elements

BLOCK PARTY ENHANCEMENTS OPTION 3 WILL ROGERS CELEBRATES!		
WALLIS ANNENBERG CENTER - GOLDSMITH THEATER		
THEATER FEES/COSTS		\$ 15,000
WILL ROGERS CELEBRATES BEVERLY HILLS 100TH!		\$ 4,500
	SUB TOTAL	\$ 19,500
WALLIS ANNEBERG ENHANCEMENTS (GRAND HALL)		
DÉCOR, BEVERAGES, ACTIVITIES, PHOTO OP, ENTERTAINMENT		
	SUB TOTAL	\$ 15,000
DESSERT(CUSTOM DISPLAY) & ADD'L BEVERAGES		
	SUB TOTAL	\$ 11,750
UEI PRODUCTION SUPPORT		
SHOW PRODUCTION & SITE MANAGEMENT		
	SUB TOTAL	\$ 3,250
	ENHANCEMENTS TOTAL	\$ 49,500

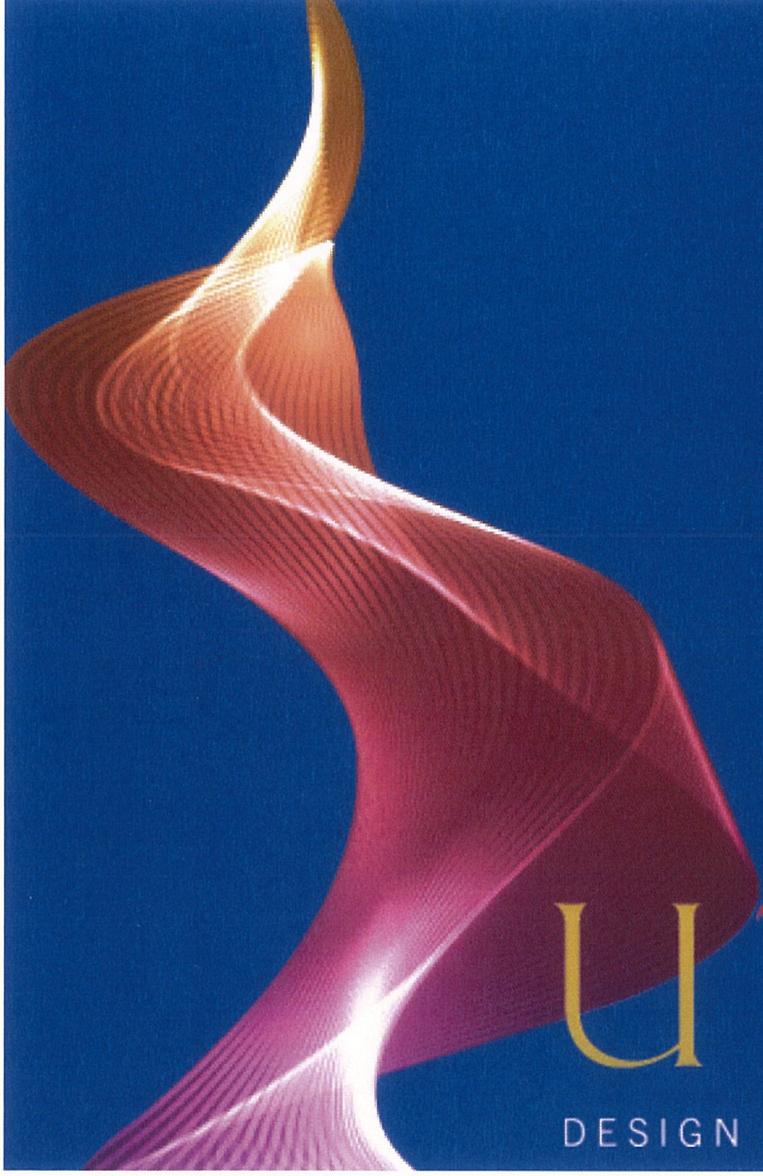
Enhancement Elements

Budgets for All Three Options

BLOCK PARTY ENHANCEMENTS OPTION 1 SING-A-LONG		
WALLIS ANNEBERG CENTER - GOLDSMITH THEATER		
THEATER FEES/COSTS		\$ 15,000
VOLUNTEER BAND OR ORCHESTRA (ESTIMATE)		\$ -
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WALLIS ANNEBERG ENHANCEMENTS (GRAND HALL)		
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BLOCK PARTY ENHANCEMENTS OPTION 2 LA LAWYERS PHIL		
WALLIS ANNEBERG CENTER - GOLDSMITH THEATER		
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LA LAWYERS PHILHARMONIC ORCHESTRA (ESTIMATE)		\$ 4,500
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	ENHANCEMENTS TOTAL	\$ 49,500

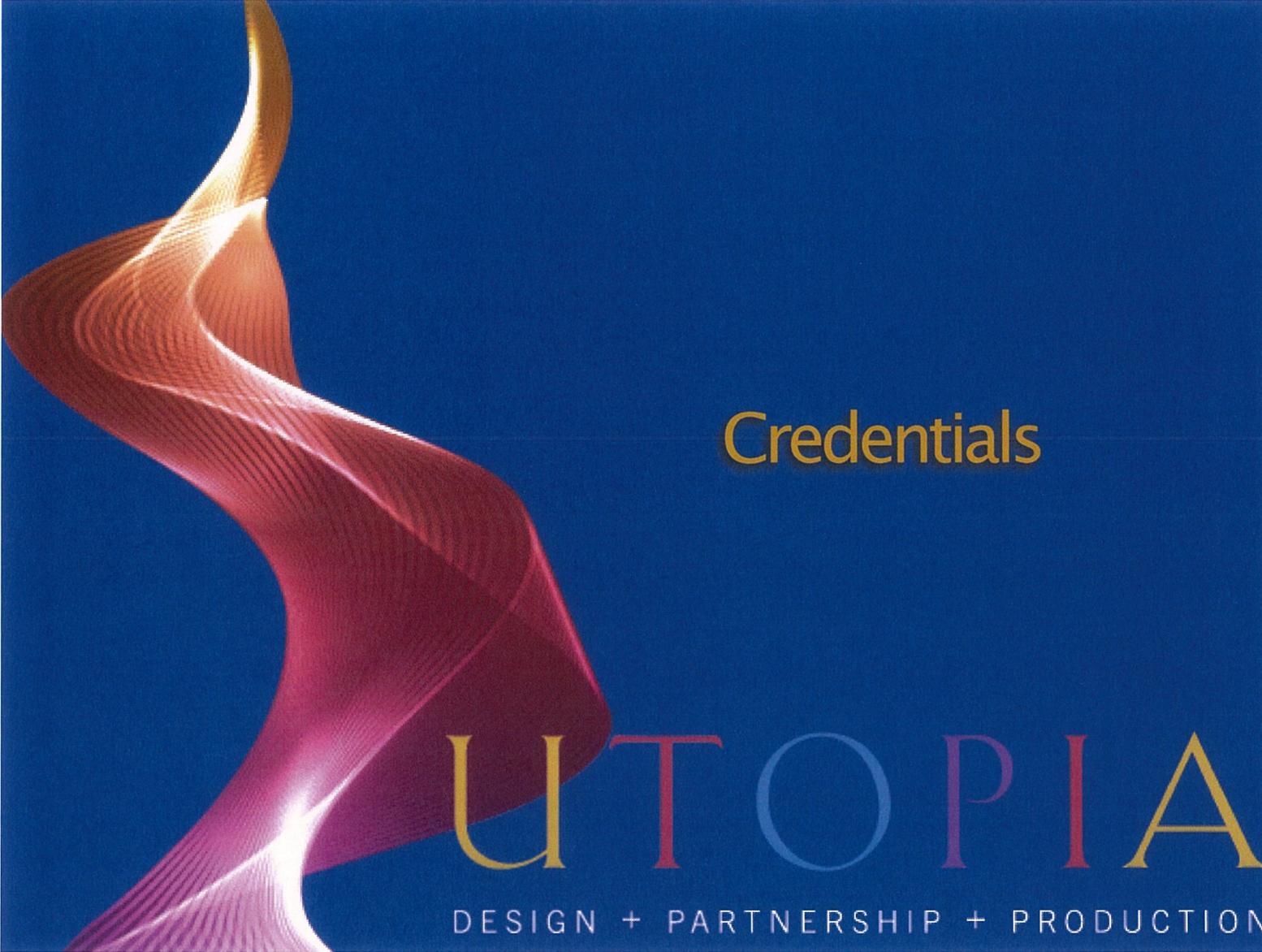
BLOCK PARTY ENHANCEMENTS OPTION 3 WILL ROGERS CELEBRATES!		
WALLIS ANNEBERG CENTER - GOLDSMITH THEATER		
THEATER FEES/COSTS		\$ 15,000
WILL ROGERS CELEBRATES BEVERLY HILLS 100TH!		\$ 4,500
	SUB TOTAL	\$ 19,500
WALLIS ANNEBERG ENHANCEMENTS (GRAND HALL)		
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SHOW PRODUCTION & SITE MANAGEMENT		
	SUB TOTAL	\$ 3,250
	ENHANCEMENTS TOTAL	\$ 49,500



Thank You!

UTOPIA

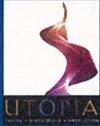
DESIGN + PARTNERSHIP + PRODUCTION



Credentials

UTOPIA

DESIGN + PARTNERSHIP + PRODUCTION



Beverly Hills Lighting Ceremony

The City of Beverly Hills, Beverly Hills, CA

Relevant Experience

OVERVIEW

Utopia has been managing and producing all of the Holiday Decor for the City of Beverly Hills since 2006 and producing the UNICEF Lighting Ceremony since 2007.

Utopia has acted as Santa's helpers for the Deck the Hills! holiday program by providing the festive street decorations, specialty lighting and entertainment for the city of Beverly Hills. Utopia also provided a banner program throughout the area and a custom sound system that playing vintage holiday selections from the 50's and 60's including seasonal favorites by Dean Martin and Frank Sinatra. Shoppers in the City were also treated to live street entertainment, caricature artists and Santa and Mrs. Claus at the Paley Center.

SERVICES

- Permitting
- Layout Design
- Graphic Design
- Audio and Visual
- Production Logistics

PROJECT DESCRIPTION

Holiday Festival

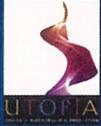
PROJECT VALUE

\$150,000

PROJECT WORK

Production Management and Design





Great Park Anniversary

The Great Park Corporation, Irvine, CA



Relevant Experience

OVERVIEW

Growing the Park is Orange County Great Park's annual event to celebrate the progress of their up and coming community park. This event includes themed zones to embrace the past, present and future of the park's agriculture, aviation and family based themes. The celebration is a day long event with children activities, entertainment, air show displays, fireworks, airplane aerial acrobatics and group sky divers. The Great Park Anniversary Event has it all! The celebration typically begins mid-day and runs until the moon-lit night. The last three years were a huge hit accommodating well over 25,000 happy attendees.

SERVICES

- Permitting
- Layout Design
- Graphic Design
- Audio and Visual
- Staff Casting
- Production Logistics

ATTENDANCE

28,000+

PROJECT DESCRIPTION

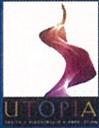
Holiday Festival

PROJECT VALUE

\$350,000

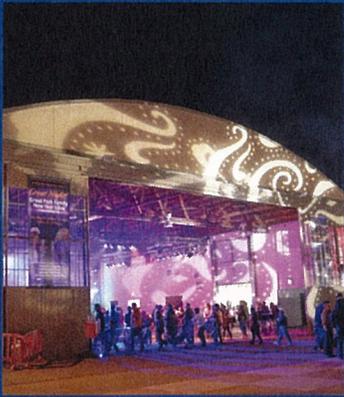
PROJECT WORK

Production Management and Design



Great Night!

Great Park's New Year's Eve Event, Irvine, CA



Relevant Experience

OVERVIEW

Approximately 12,000 people attended the Orange County Great Park's "Great Night" event on December 31, 2012. The event was specifically designed to give people a safe and family friendly environment to celebrate New Year's Eve. With a theme of "Through the Decades," attendees were transported through different eras by way of interesting exhibits and activities for the whole family. Parents were given the opportunity to countdown with their children at 9pm, based on the east coast midnight strike, and still get them to bed with time to celebrate at midnight here on the west coast.

PROJECT DESCRIPTION

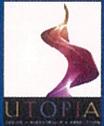
Life Style Festival

PROJECT VALUE

150K

PROJECT WORK

Production Management, Design, Video Production, and Stage Management, Graphic Design



Santana's Mud Ceremony

House of Blues, Las Vegas, NV

Relevant Experience

OVERVIEW

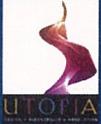
Utopia Entertainment traveled all over North America gathering dirt from where the performance stage of the original Woodstock concert was located, from the birthplace of the blues in Mississippi, and from Santana's birthplace in Mexico. A short video was edited showing the journey of the dirt to the House of Blues, Las Vegas, where the "dirt" was mixed together on stage Dan Aykroyd, Carlos Santana, and Michael Lang, the Creator of the original Woodstock Festival.

PROJECT DESCRIPTION
Concert

PROJECT VALUE
50K

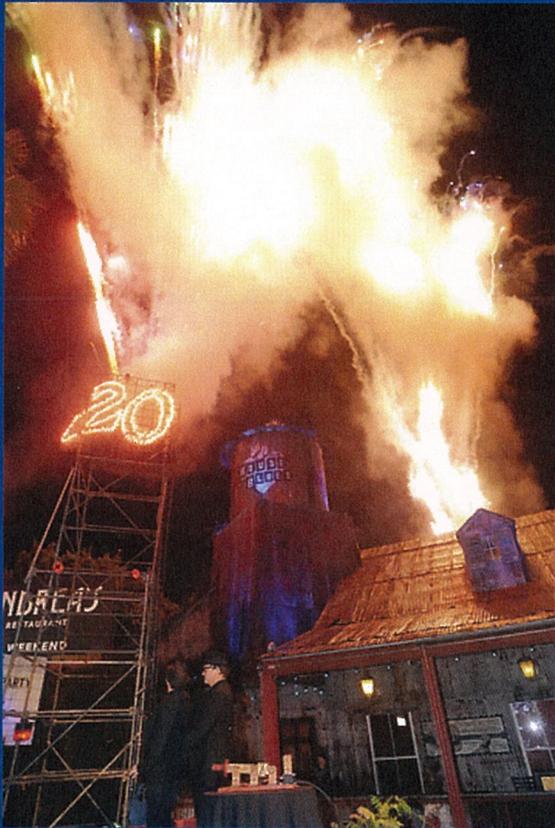
PROJECT WORK
Production Management, Design, Video Production, and Stage Management





20th Anniversary

House of Blues, Hollywood, CA



Relevant Experience

OVERVIEW

Utopia Entertainment created quite a spectacle on Tuesday December 4, 2012 at the House of Blues on the Sunset Strip for their 20th Anniversary Celebration. Utopia produced a pre-show for the event that included a grand entrance for the Blues Brothers, Elwood and Zeke Blues, played in character by Dan Aykroyd and Jim Belushi. The event was to commemorate 20 years of being an iconic live music venue and included performances by the Blues Brothers, Deer Tick, Flogging Molly, and Rock and Roll hall of famers and legendary rock band ZZ Top.

PROJECT DESCRIPTION

Concert

PROJECT VALUE

\$15,000

PROJECT WORK

Production Management, Design, Video Production, and Stage Management



Peace Paddle 2011

Natural Resources Defense Council, Malibu, CA



Relevant Experience

OVERVIEW

The 2011 Malibu Peace Paddle will honor the ocean - and those who love, respect and defend her.

Participants paddled out off the beach at Paradise Cove and work in harmony to form a peace sign. This wonderful visual served as a compelling example of unity for an important cause: raising awareness about the threats to ocean health.

The turn out for this event was so successful that we received the Guinness Book of World Records for the World's Largest Surfboard Logo.

SERVICES

- Permitting
- Layout Design
- Graphic Design
- Audio and Visual
- Staff Casting
- Production Logistics

ATTENDANCE

400+

PROJECT DESCRIPTION

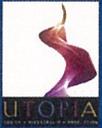
Festival

PROJECT VALUE

\$150,000

PROJECT WORK

Production Management and Design



Doheny Surf Festival

San Onofre Foundation, Dana Point, CA



Relevant Experience

OVERVIEW

A massive two day celebration of authentic surf culture attracting thousands of people, the Doheny Surf Festival inspired environmental awareness and raised money to protect local state parks and beaches in Southern California. In addition to gathering some of the most amazing surf legends of our time, there were nose riding exhibitions, surf star autograph signings, outrigger canoe races, and stand-up paddleboard competitions. Over one hundred vendors and non-profits displayed vintage memorabilia, environmental exhibits and surf merchandise, while musical performances from Eddie Money, Everlast, Common Sense, ALO, and Fishbone echoed through-out the park.



PROJECT DESCRIPTION

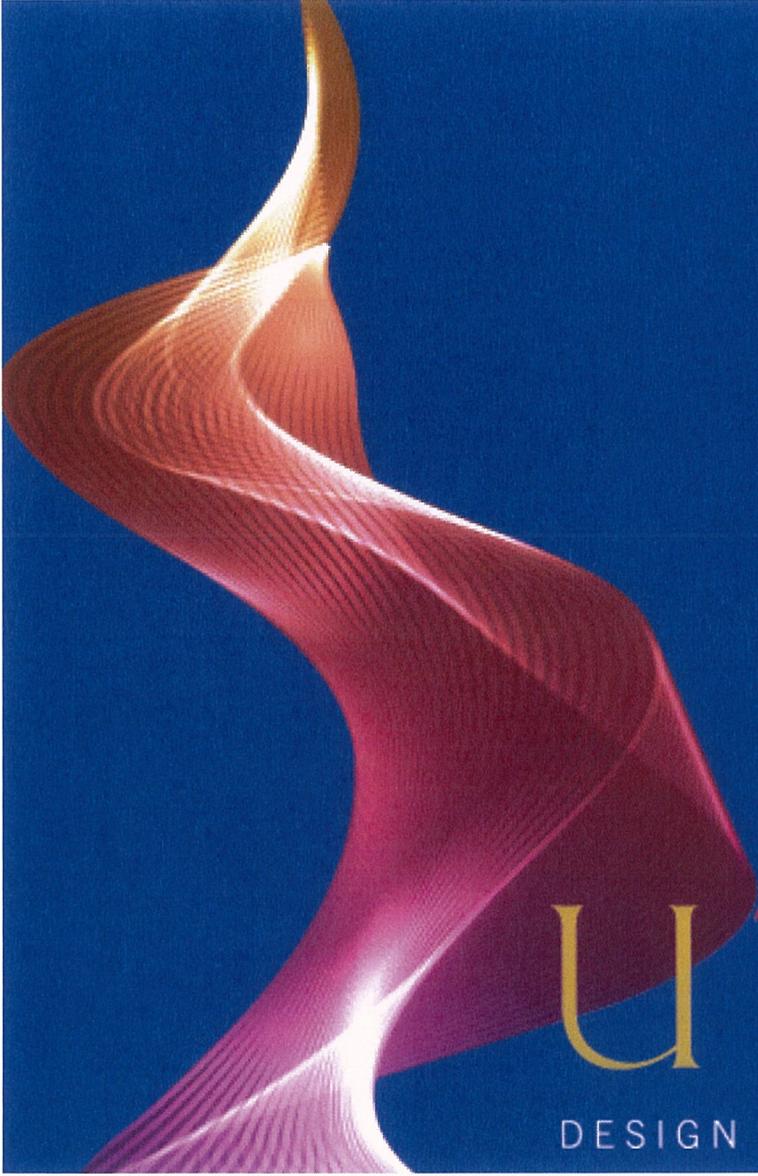
Family Festival

PROJECT VALUE

\$300,000

PROJECT WORK

Production Management and Design



Thank You!

UTOPIA

DESIGN + PARTNERSHIP + PRODUCTION