



STAFF REPORT

Meeting Date: July 21, 2015
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager (ML)
Subject: Proposed 2015 Holiday Décor and Lighting Program
Attachments: 1. Holiday Décor Proposal and Cost Estimates

INTRODUCTION

This item provides an overview of the proposed décor components for the City's 2015 holiday décor and lighting program. Due to scheduling and time constraints, staff was unable to schedule a Council Holiday Liaison Committee meeting to review the program and provide a recommendation prior to the study session meeting. Staff needs direction on the proposed program in order to bid out the various décor elements and avoid cost overruns for the vendor agreements for the 2015 holiday season.

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.

Staff recommends the City Council replicate the successful 2014 holiday program, which consisted of a variety of elements ranging from decorations, to music and a lighting ceremony on Rodeo Drive. The exception is the Baccarat chandeliers, which will not return for the 2015 season. In addition to the base décor elements, there are several décor concepts Council may wish to consider to enhance the 2015 program and extend the décor to other commercial areas in the City.

The proposed 2015 holiday program includes the following décor elements (this excludes holiday décor for Rodeo Drive, which is funded through the City's annual agreement with the Rodeo Drive Committee):

1. Design and install new holiday banners in the business triangle and other commercial areas (*previous 'Joy to the Hills' banners had a three-year shelf life, which concluded with the 2014 program*);
2. Up lighting for banners to showcase them at night in key commercial areas;
3. Warm, white lights on over 400 trees throughout commercial areas;
4. Six decorative arch spans with warm, white lights for across Wilshire Blvd.;
5. Canon Drive décor including garland, lights, and bows for the light poles;
6. Refurbishment and installation of Santa and sleigh at Wilshire and Beverly;
7. Multi-colored lights for ficus trees on S. Beverly Drive;
8. Décor for ficus trees outside of the Peninsula Hotel;
9. New wireless audio system. The City's prior audio system was nine years old and became inoperable after the 2014 season. Staff recommends purchasing a new audio system for Rodeo Drive, N. Beverly Drive, Brighton and Dayton Way;
10. Warm, white lights for trees in Beverly Canon Gardens Park;
11. Continue décor for southeast areas as recommended by the Southeast Task Force, including warm, white lights for East Wilshire and La Cienega Blvd.;
12. Holiday tree and menorah with candle lights for Beverly Gardens Park; and
13. City Hall décor including warm, white lights and gobo projections for the west wing of the building.

Holiday Décor Program Enhancements for Consideration:

1. **Custom Décor for Entrance Portals into City** – design and build custom, two-sided, pole mounted décor in the shape of Beverly Hills Shield sign for entrance portal locations (*Olympic/Beverly, Doheny/Santa Monica, La Cienega/Wilshire, and Santa Monica/Wilshire - north side*). Each pole mount would be externally lit on both sides for visibility at night. The décor would be reusable for future seasons. Cost estimate is \$81,360.
2. **Building Wraps** – wrap red bow and ribbon on two City parking structures: Rodeo/Dayton structure and N. Beverly Drive 'Williams Sonoma' structure. The City's holiday program management firm recommends these structures due to high traffic and visibility. They can recommend other parking structures for an additional cost. Cost estimate is \$28,748.
3. **Robertson Drive Ficus Trees** – wrap 41 ficus trees on large interior branches and trunks with warm, white lights. This décor was recommended as an 'add on' per the City's Southeast Task Force. Cost estimate is \$89,490.

Holiday Program Management

In 2014 Utopia Entertainment, Inc. was re-selected to serve as the City's holiday décor program management firm following a competitive Request for Proposal (RFP) process. Utopia Entertainment is a full service design and production company that specializes in themed entertainment and special events through a turn-key approach, which includes conceptual and technical design services, project management services, competitive

bidding and oversight of service vendors, and being 'on-call' to address technical and maintenance issues that arise during the seven-week décor run.

In June staff initiated discussions with Utopia for a proposal of décor elements to be installed throughout the city that would replicate the 2014 décor program and include possible enhancements for City Council consideration. The proposal from Utopia is included as Attachment No. 1 to this report.

The total estimated cost of the program, including the 5% program management fee, is \$636,895, to be funded out of the City's Tourism and Marketing budget. The additional cost to purchase the new audio system is \$84,300 and it is recommended this be charged to the Capital Improvement Program project No. 939, Small Business Streetscape. This is consistent with the recommendations from the City's Small Business Task Force. The audio system may be deployed at other times throughout the year to provide music in the commercial areas and for various special events.

FISCAL IMPACT

The City's Finance Department projects \$39,140,000 in TOT revenue for the 2015-2016 Fiscal Year, which results in a Tourism and Marketing budget of \$6,282,737 and is budgeted in program account 0101311. The budget includes \$700,000 for citywide holiday décor (excluding Rodeo Drive). The proposed 2015 holiday décor program is estimated at \$636,895, which provides a balance of \$63,105 for possible enhancements to the program. It is recommended the additional cost of \$84,300 to purchase the new audio system be charged to Capital Improvement Program project No. 939, Small Business Streetscape.

RECOMMENDATION

It is recommended that the City Council provide direction to staff on the proposed 2015 holiday décor program. Once direction is provided, staff will return at the August 4th Council meeting with the Utopia Entertainment, Inc. funding agreement.

Cheryl Friedling
Approved By

MA for CF

Attachment 1

**Scope of Service and Budget - Beverly Hills Holiday
2015 Holiday Décor Estimate**
Created by: Brian Kivlen - Utopia Entertainment Inc.
July 7, 2015



Item Description	2015 Estimate
Twinkle Lights on Trees (incandescent): install, maintain, replace broken and removal of twinkle lights. Streets include: Wilshire (qty 282), Brighton (qty 30), Dayton (qty 22), No Bev (qty 23), Little Santa Monica palms from Crescent / Wilshire (qty 36) and Little Santa Monica ficus trees from Wilshire / Moreno (Qty 42) . Includes 7 Ficus Trees at Wilshire/LSM w/temp power and 7 Palm Trees at Crescent/LSM w/temp power. Final locations shall be determined upon review of complete bid from vendors. Unless noted, all twinkle lights are incandescent. All twinkle lights replicate Yr 2014 program. Total 435 Trees.	\$ 137,223
Twinkle Lights on Trees (LED): inspect, refurbish, install, maintain, replace broken, removal and storage of LED twinkle lights. Streets include: Rodeo Drive Sidewalk Palms (qty 42) and Canon Drive Sidewalk Palms. (qty 55). Rodeo Median Trees not included. Twinkle light installation replicates the Yr 2014 installation. LED inspection shall determine final quantities and tightness of wrap per tree. Total 97 LED trees.	\$ 42,894
Wilshire Spans: Qty 6 - Includes installation/maintenance/removal/storage of decorative spans along Wilshire. Includes standard refurb of remaining components, ie: garland, snowflakes, hardware renew & other associated components.	\$ 36,110
Canon Drive Décor - Yr 2014 Garlands (qty 53 poles) & OFCI Sunbrella Bows. Includes Storage & Temporary Power runs. Refurbishment of power runs.	\$ 27,894
Banner Fabrication - (Qty 450) - Fabrication of new banners per City provided design. Qty 15 spares. Need approval and completed artwork by October 1, 2015 in order to maintain schedule. Printed samples to City for approval 2 weeks after artwork received.	\$ 47,083
Banner Installation: Includes Banners installation /maintenance / removal / storage of qty. 435 sidewalk banners, Storage of banners & previous year's banners for one season.	\$ 20,987
Banner Lights - replace non-functiong bulbs/install/remove/maintain/store (Qty 487). Qty. 2 banner lights per pole for approximately 240 poles w/ some spares. Includes 100 new bulbs.	\$ 52,401
Santa at Wilshire/Beverly - Refurbishment/re-paint/rigging hardware replacement/installation/removal/storage. Includes side lighting and light fixture refurbishment.	\$ 23,431

**Scope of Service and Budget - Beverly Hills Holiday
2015 Holiday Décor Estimate**
Created by: Brian Kivlen - Utopia Entertainment Inc.
July 7, 2015



Item Description	2015 Estimate
<p>South Beverly Ficus Trees (Qty 31 ficus trees) - Purchase/refurbish/install/maintain/remove/store Multi-colored LEDs wrapped on larger interior branches & trunks. Wraps extend up major branches from 5 ft - 8 ft. Trunks are wrapped starting at 1-2 ft A.G.L. (Above Ground Level) Includes purchase of additional multi-colored LED mini-lights. Must have sufficiently trimmed tree branches. Please note vandalism damage may increase. Coordinate with City departments. Includes Production Support for daily inspection.</p>	<p>\$ 41,946</p>
<p>La Cienega Ficus Trees - (Qty 18 ficus trees) Every tree from Clifton to Gregory on West side of street only. Purchase/install/maintain/remove/store Warm White LED mini-lights wrapped on larger interior branches & trunks. Wraps extend up major branches from 5 ft - 8 ft. Trunks are wrapped starting at 1-2 ft A.G.L. (Above Ground Level) Includes purchase of new Warm White LED mini-lights. Must have sufficiently trimmed tree branches. Use City provided receptacles at base of trees. Coordinate with City departments. Includes Production Support for daily inspection and additional Maintenance due to increased risk of vandalism.</p>	<p>\$ 26,450</p>
<p>Peninsula Hotel Décor - Décor on Ficus trees (qty 15) similar to yr 2013. Includes refurb/install/remove/maintain/storage.</p>	<p>\$ 18,566</p>
<p>Audio System - Install/Maintain/Remove/Store new system: Speaker on Trees: Rodeo Drive (qty 16), N. Beverly Drive (qty. 16), Brighton Way (qty. 12), Dayton Way (qty. 12). Design/Procure/Build in separate line item.</p>	<p>\$ 54,386</p>
<p>Crescent Drive Twinkle Lights and Banners: Refurb/install/maintain/remove/store of LED warm-white twinkle lights on qty 8 palm trunks on Crescent Dr. from Brighton Way / Clifton on the west side of the street only. Includes temporary power runs pulled from City parking structures. Coordinate with City departments. Qty. 8 banners installed on this street. Banner installation costs are included in the "Banners" line above.</p>	<p>\$ 7,573</p>

**Scope of Service and Budget - Beverly Hills Holiday
2015 Holiday Décor Estimate**
Created by: Brian Kivlen - Utopia Entertainment Inc.
July 7, 2015



Item Description	2015 Estimate
Camden Drive Ficus Trees - refurbish LED lights/install/maintain/remove/store LED warm-white Twinkle Lights on qty. 29 Ficus tree trunks. To replicate 2013 installation.	\$ 15,077
City Hall West Side Décor: To replicate 2014 twinkle lights & projections. Refurb 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.	\$ 18,659
Menorah & Xmas Tree - Free-standing Menorah and Christmas Tree w/bases. Menorah has programmable 'candle' lights and Christmas Tree w/lighted star, mini-lights & decor. Includes clean-up/refurb/installation/maintenance/removal/transport & storage. Menorah to begin lighting program on Sunday 12/6/15 after sundown (approx 5:00pm). Mounting location TBD pending City approval.	\$ 6,095
Beverly Canon Garden Park (Montage Hotel): To replicate 2104 twinkle light installation. Wrap qty 20 center trees and qty 2 large juniper trees with clear incandescent twinkle lights. Timers included. Includes purchase/refurb/prep/install/maintenance/removal/storage.	\$ 5,000
Storage Additional - old pre-existing Rodeo Drive décor & S. Beverly Décor.	\$ 5,170
<i>Subtotal</i>	\$ 586,945
Sales tax allowance, reimbursables, shipping	\$ 12,000
Liability Insurance	\$ 4,950
Project Management, Technical Direction, Maintenance Coordinator	\$ 33,000
GRAND TOTAL	\$ 636,895

Scope of Service and Budget - Beverly Hills Holiday
 2015 Holiday Décor Estimate

Created by: Brian Kivlen - Utopia Entertainment Inc.

July 7, 2015



Item Description	2015 Estimate
Audio System - Design & Build	
Audio System - Design/Procure/Build new system: Speaker on Trees: Rodeo Drive (qty 16), N. Beverly Drive (qty. 16), Brighton Way (qty. 12), Dayton Way (qty. 12).	
GRAND TOTAL	\$ 84,300