



STAFF REPORT

Meeting Date: October 6, 2015
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager 
Subject: Overview of 2015 Rodeo Drive Holiday Décor and Lighting Ceremony
Attachments: 1. Rodeo Drive Holiday Program

INTRODUCTION

This item provides an overview of the 2015 Rodeo Drive holiday décor program and lighting ceremony event, which was reviewed and approved by the Holiday/Special Events/Rodeo Drive Liaison Committee (Councilmembers Bosse and Krasne) on September 28, 2015. The City Council previously authorized funding for these programs through the Fiscal Year 2015-2016 funding agreement with the Rodeo Drive Committee. This item is for information only. Unless directed otherwise, the Rodeo Drive Committee will proceed with the design and production of this year's program.

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 and the Rodeo Drive Committee. 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.

On August 6, 2015, the City Council reviewed and approved the overall design theme, specific décor components, and budget of \$863,000 for the 2015 citywide holiday décor program (excluding Rodeo Drive). For the past several years the Rodeo Drive Committee has managed the design theme and holiday décor components for the street.

On September 28, 2015, Rodeo Drive Committee and Battalion Public Relations representatives (the organization's new agency of record), presented the overall design theme and specific components for the 2015 holiday décor program and lighting ceremony on Rodeo Drive. The presentation is included as Attachment No. 1 to the staff report. The \$150,000 holiday décor budget includes the fabrication of new custom designed gift boxes for the street medians, up lighting for median palm trees, new

holiday banners for the medians and sidewalk poles, and maintenance and general upkeep of the décor during the seven-week program. The Liaison Committee recommended a change to one of the banner designs, which was to replace 'Merry and Bright' to 'Happy Holidays'. The Committee agreed with the balance of the program.

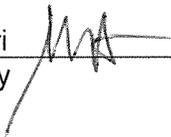
The Liaison Committee also reviewed and approved the \$175,000 budget (\$155,000 in base funding plus \$20,000 contingency funding) for the holiday lighting ceremony. The community is invited to attend the Beverly Hills Holiday Lighting Ceremony the evening of Sunday, November 22, 2015 on the 200 block of Rodeo Drive. The program will include the lighting of the holiday décor and a variety of performers and musical guests.

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 \$325,000 for Rodeo Drive holiday décor and the annual lighting ceremony. On June 30, 2015, the City Council approved the Fiscal Year 2015-2016 funding agreement with the Rodeo Drive Committee, which includes \$325,000 for the two holiday initiatives.

RECOMMENDATION

It is recommended that the City Council receive the information on the 2015 Rodeo Drive holiday décor program and lighting ceremony.

Mahdi Aluzri
Approved By 

Attachment 1



Holiday Décor

September 25, 2015

BATTALION

DAY VIEW #1



Please note throughout:

- *Any additional costs for flowers will be covered by RDC*
- *Gift boxes will be kept well-within median to ensure there's no damage from traffic*

DAY VIEW #2



NIGHT VIEW #1 (with red up-lighting)



NIGHT VIEW #2 (with white up-lighting)



Gift Box Detail (with lighting from within)



Banner Designs

Double Banner Design for Median



Double Banner Design for Median



Double Banner Design for Median



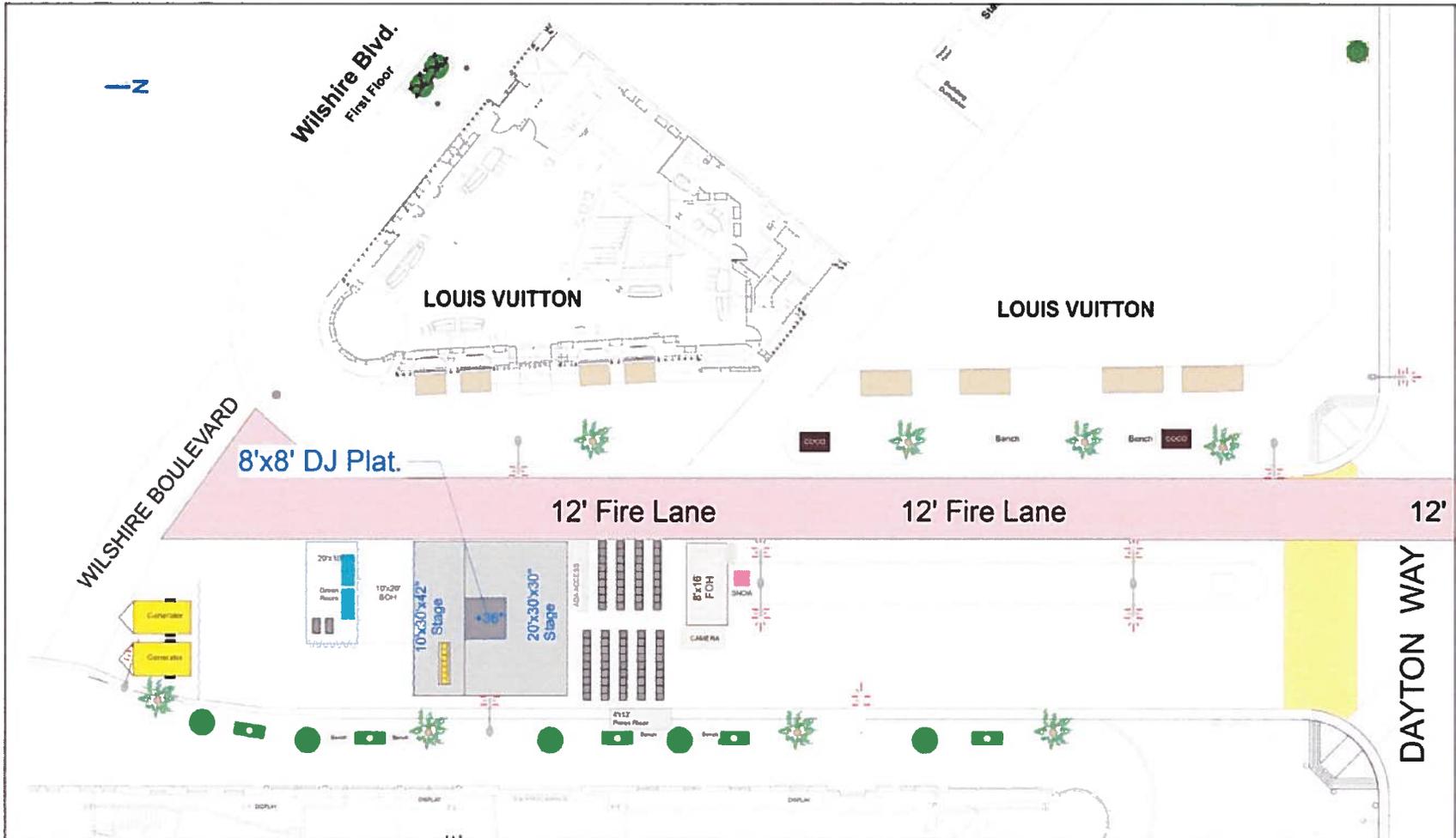
Single Banner Designs for Sidewalk



Event Overview

On Sunday, November 22 at 6pm, the Beverly Hills Holiday Lighting Ceremony will kick-off the season, bringing together civic leaders, residents and local guests. The stage will be located on the Southern end of Rodeo Drive's 200 block, facing North, and the program – to include the lighting of the holiday décor – will feature a variety of performers and musical guests with cross-generational appeal.

Holiday Lighting Ceremony: Event Layout



PRODUCTION ELEMENTS
 2177 46th Street, Los Angeles, CA 90016
 P: 323.415.4600 F: 323.415.4601
<http://productionelements.com>

Event	Rodeo Drive Holiday	Event Date	Nov 22	Instal Date(s)		Strike Date(s)		Event Contact	Janine Mouco 323.251.1987		Notes
Title	BH Holiday Lighting Ceremony v 2	Job #		Drawing Date	08-20-15	Revision #		Scale	Drawn by	JRB	

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Budgets & Appendix

Budget: Overview

Holiday Decor	\$150,000
Holiday Lighting Ceremony	\$88,600
Entertainment	\$66,400
Sub-total	\$305,000
Contingency	\$20,000
Total (all categories)	\$325,000
(Funding Allocated by City of Beverly Hills	\$325,000)

Budget: Holiday Décor

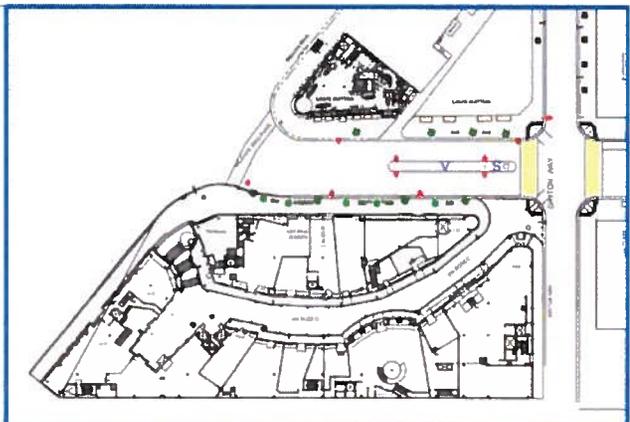
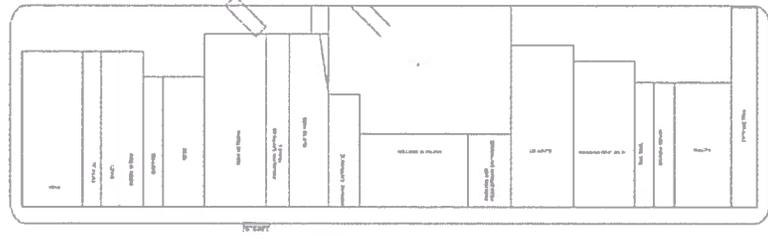
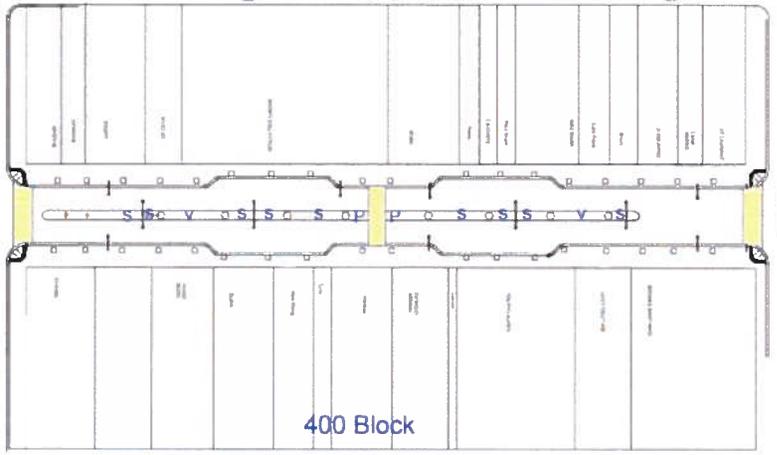
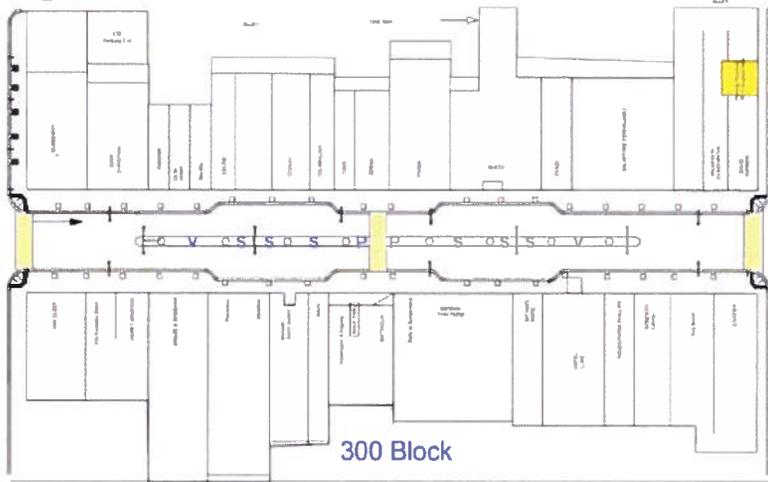
HOLIDAY DECOR	
ITEM	ESTIMATED COST
Median - Gift boxes, Lights, Decor Palm Tree Uplighting & Specialty Lighting	\$91,000.00
Banner Printing/Installation	\$5,700.00
Maintenance and Weekly Inspection	\$900.00
Inspections	\$2,400.00
Vandalism/Repairs	\$5,000.00
Renderings/Graphics	\$6,500.00
Production/Design	\$38,500.00
TOTAL, HOLIDAY DECOR	\$150,000.00

Budget: Holiday Lighting Ceremony, Entertainment

HOLIDAY LIGHTING CEREMONY	
ITEM	ESTIMATED COST
Street Closure	\$17,000.00
Staging/Lighting/Sound/Power	\$36,000.00
Ariel Camera Stands	\$1,200.00
Janitorial	\$1,000.00
Crew Meals	\$800.00
Video/Producer/Editor	\$3,000.00
Guest Escorts to Seating	\$800.00
Stage Hands	\$1,300.00
Production	\$27,500.00
TOTAL, HOLIDAY LIGHTING CER.	\$88,600.00

ENTERTAINMENT	
DJ - Michelle Pesce	\$2,500.00
Beverly Hills HS Band	\$1,200.00
Host/Celebrity Dancer/Singer	\$50,000.00
Santa and Elves	\$1,700.00
Holiday Hip Hoppers	\$500.00
Snow	\$5,000.00
Light Show	\$4,000.00
Hot Chocolate Carts	\$1,500.00
TOTAL, ENTERTAINMENT	\$66,400.00

Holiday Décor Layout



V = VIGNETTE GIFT BOXES (5)
 S = SIGN (16)
 P = Planter (4)

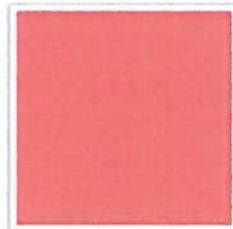


PRODUCTION ELEMENTS
 5177 Arroyo Plaza Blvd, Los Angeles, CA 90029
 P: 323-953-6000 F: 323-953-6021
 info@productionelements.com

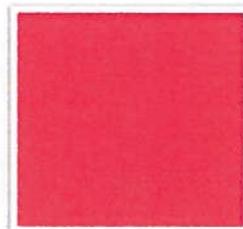
Event	Event Date	Install Date(s)	Strike Date(s)	Event Contact	Notes
Rodeo Drive Holiday	Nov. 22			Janine Mucci 323 251 1987	
Title	Job #	Drawing Date	Revision #	Scale	Drawn by
300 400 Block Decor		06-24-16			JRS

All elements of service other than advertising are not included. All elements of service are provided on a non-guaranteed basis. All elements of service are provided on a non-guaranteed basis. All elements of service are provided on a non-guaranteed basis. All elements of service are provided on a non-guaranteed basis. All elements of service are provided on a non-guaranteed basis.

Color Palette for Gift Boxes and Banners



PANTONE
Red 032 CP



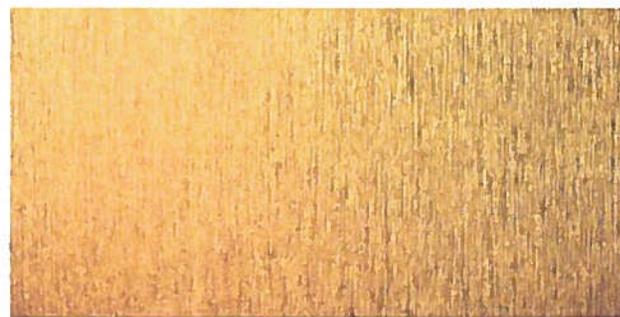
PANTONE
Red 032 C



PANTONE
18-1663 TCX



PANTONE®
871 C



PANTONE®
877 C



PANTONE
UNIVERSE
8180 C



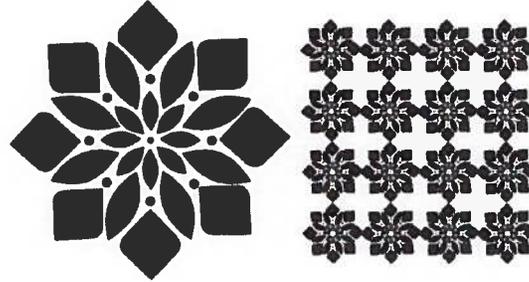
PANTONE
11-4302 TCX



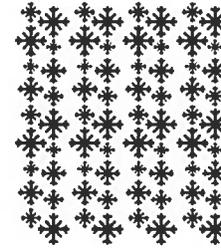
PANTONE
11-0110 TCX

Patterns/Designs for Gift Boxes

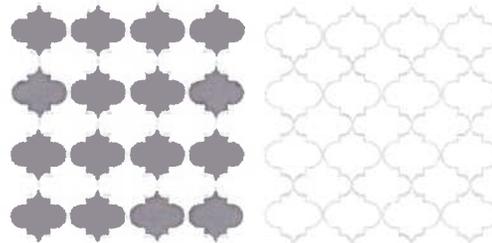
Pattern1: Pointsetta



Pattern4: Snowflake



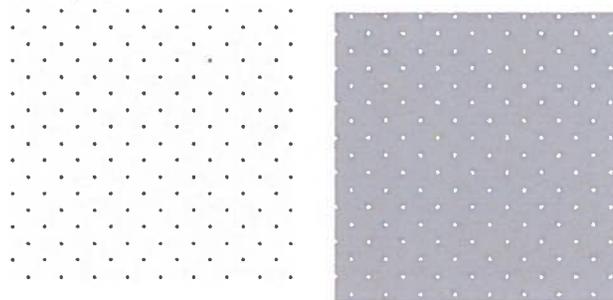
Pattern2: SimplePattern



Pattern5: SnowflakeWrapping



Pattern3: Swiss Dots



Please note that median renderings provide the closest possible depiction of the installation at this stage in the pre-production process. Depending upon final costs, the number of gift boxes – their fabrication, or the quantity of gift boxes lit from within – may vary, while maintaining the overall aesthetic.

BATTALION