



STAFF REPORT

Meeting Date: September 6, 2016
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager 
Subject: Proposed 2016 Holiday Décor and Lighting Program
Attachments: 1. Holiday Décor Proposal and Cost Estimates

INTRODUCTION

This item provides an overview on the overall design theme and specific components for the City's 2016 holiday décor and lighting program. The overarching goal of this year's program is to replicate the successful 2015 holiday décor and lighting program. Given that the program is similar to last year's, the City Council Special Events/Holiday Liaison Committee (Vice Mayor Krasne and Councilmember Bosse) have approved bringing the proposed program directly to the City Council for direction in order to expedite the process, secure competitive rates and achieve cost savings wherever possible.

This program does not include décor and lighting for Rodeo Drive as that program is still being developed and will be brought forward to the City Council at a future meeting.

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 2015 holiday program, which consisted of a variety of elements ranging from décor, to lighting and music throughout the commercial areas. The proposed 2016 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. 'Joy to the Hills' holiday banners and up lighting at night throughout commercial areas (*redeploy new banner design from last year*)

2. Warm, white lights on over 400 trees throughout commercial areas
3. Six decorative arch spans with warm, white lights for across Wilshire Blvd
4. Canon Drive décor including garland, lights, and bows for the light poles
5. Installation of Santa and sleigh at Wilshire and Beverly Drive
6. Multi-colored lights for ficus trees on S. Beverly Drive
7. Décor for ficus trees outside of the Peninsula Hotel
8. Wireless audio system with holiday music for N. Rodeo Drive, N. Beverly Drive, N. Canon Drive, Brighton Way, Dayton Way and S. Beverly Drive
9. Wrap red bow and ribbon on three City parking structures
10. Warm, white lights for trees in Beverly Canon Gardens Park
11. Holiday tree and menorah with candle lights for Beverly Gardens Park
12. Warm, white lights for trees in front of City Hall on Crescent Drive

Holiday Program Management

In 2014 Utopia Worldwide, Inc. was re-selected to serve as the City's holiday décor program management firm following a competitive Request for Proposal (RFP) process. Utopia Worldwide 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.

This year's Tourism and Marketing budget includes \$650,000 for citywide holiday décor, which is \$50,000 less than last year's budget. However, staff believes it is possible to achieve the same program as last year by starting the bidding process early and identifying areas for cost savings. Staff initiated discussions with Utopia for a proposal of décor elements to be installed throughout the city that would replicate the 2015 décor program and the proposal is included as Attachment No. 1 to this report. The total estimated cost of the program, including the 5% program management fee, is \$649,576, to be funded out of the City's Tourism and Marketing budget.

FISCAL IMPACT

The City's Finance Department projects \$39,140,000 in TOT revenue for the 2016-2017 Fiscal Year, which results in a Tourism and Marketing budget of \$5,951,429 and is budgeted in program account 0101311. The budget includes \$650,000 for citywide holiday décor (excluding Rodeo Drive). The proposed 2016 holiday décor program is estimated at \$649,576.

RECOMMENDATION

It is recommended that the City Council provide direction to staff on the proposed 2016 holiday décor program. The agreement with Utopia Worldwide, Inc. is included on this evening's formal agenda for City Council consideration.


Cheryl Friedling
Approved By

Attachment 1

**Proposed 2016 Beverly Hills Holiday Décor and Lighting Program
Estimated Program Budget and Cost Estimates**



Item Description	2016 Estimate
<p>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), N. Beverly (qty 23), South Santa Monica palms from Crescent / Wilshire (qty 36) and South 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 Year 2015 program.</p>	<p>\$ 141,160</p>
<p>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 2015 installation. LED inspection shall determine final quantities and tightness of wrap per tree.</p>	<p>\$ 43,515</p>
<p>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 components.</p>	<p>\$ 39,204</p>
<p>Canon Drive Décor: year 2014 Garlands (qty 53 poles) & OFCI Sunbrella Bows. Includes Storage & Temporary Power runs. Refurbishment of power runs.</p>	<p>\$ 28,828</p>
<p>Banner Installation: includes Banners installation /maintenance / removal / storage of qty. 435 sidewalk banners.</p>	<p>\$ 19,032</p>
<p>Banner Lights: replace non-function bulbs/install/remove/maintain/store (Qty 487). Qty. 2 banner lights per pole for approximately 240 poles w/ some spares. Includes 100 new bulbs.</p>	<p>\$ 27,107</p>
<p>Building Wraps: Qty 3 City Parking Structures wrapped with bow and ribbon, to resemble a present. Rodeo/Dayton Parking Structure, N. Beverly "Williams Sonoma" clock tower, South Beverly Parking Structure. Red Bow and Red Ribbon material suitable to withstand elements during Display Period.</p>	<p>\$ 31,600</p>
<p>Santa at Wilshire/Beverly: re-paint, rigging hardware replacement, installation/removal/storage. Includes side lighting and light fixture refurbishment.</p>	<p>\$ 22,030</p>
<p>South Beverly Ficus Trees: purchase/refurbish/install/maintain/remove/store multi-colored LEDs wrapped on larger interior branches & trunks for Qty 31 ficus trees. 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>\$ 49,548</p>



<p>La Cienega Ficus Trees: every tree from Clifton to Gregory on West side of street only (Qty 18 ficus trees). 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>\$ 37,139</p>
<p>Peninsula Hotel Décor: décor on ficus trees (qty 15) similar to year 2013. Includes refurb/install/remove/maintain/storage.</p>	<p>\$ 12,885</p>
<p>Audio System: includes install/remove/maintain/storage of speakers on trees: Rodeo Drive (qty 16), N. Beverly Drive (qty. 16), N. Canon Drive (qty.16) Brighton Way (qty. 12), Dayton Way (qty. 12) and South Beverly (qty. 22).</p>	<p>\$ 92,975</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>\$ 7,975</p>
<p>Camden Drive Ficus Trees: refurbish LED lights/install/maintain/remove/store LED warm-white Twinkle Lights on qty. 29 ficus tree trunks to replicate prior year installation.</p>	<p>\$ 15,358</p>
<p>City Hall West Side Décor: to replicate 2015 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.</p>	<p>\$ 18,821</p>
<p>Menorah & Holiday Tree: free-standing Menorah and holiday tree w/bases. Menorah has programmable 'candle' lights and holiday tree w/lighted star, mini-lights & decor. Includes cleanup/refurb/installation/maintenance/removal/transport & storage. Menorah to begin lighting program on Sunday 12/24/16 after sundown (approx. 5:00pm). Mounting location same as 2015.</p>	<p>\$ 6,325</p>
<p>Beverly Canon Gardens Park (Montage Hotel): to replicate 2015 twinkle light installation. Wrap qty 22 trees with clear incandescent twinkle lights. Timers included. Includes purchase/ refurb/ prep/ install/ maintenance/ removal/ storage.</p>	<p>\$ 5,124</p>
Subtotal	\$ 598,626
Sales tax allowance, reimbursables, shipping	\$ 12,000
Liability Insurance	\$ 4,950
Project Management, Technical Direction, Maintenance Coordinator	\$ 34,000
GRAND TOTAL	\$ 649,576