



## STAFF REPORT

**Meeting Date:** October 4, 2016  
**To:** Honorable Mayor & City Council  
**From:** Megan Roach, Marketing and Economic Sustainability Manager   
**Subject:** Proposed 2016 Rodeo Drive Holiday Décor and Lighting Ceremony  
**Attachments:** 1. Rodeo Drive Holiday Program Presentation

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### INTRODUCTION

This item provides an overview of the proposed 2016 Rodeo Drive holiday décor program and lighting ceremony event, which was reviewed by Vice Mayor Krasne and Councilmember Bosse individually. Due to time constraints staff was unable to schedule a City Council Holiday/Rodeo Drive Liaison Committee meeting. The City Council previously authorized funding for these programs through the Fiscal Year 2016-2017 funding agreement with the Rodeo Drive Committee. The Rodeo Drive Committee is seeking Council direction on the proposed 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 September 6, 2016, the City Council reviewed and approved the overall design theme, specific décor components, and budget of \$649,576 for the 2016 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 21 and 22 2016, Rodeo Drive Committee and AGENC representatives (the organization's new agency of record), presented the overall design theme and specific components for the 2016 holiday décor program and lighting ceremony to Councilmember Bosse and Vice Mayor Krasne respectively. The presentation is included as Attachment No. 1 to the staff report. The \$200,000 holiday décor budget includes the fabrication of new custom 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. In addition, the City's agreement with the Rodeo Drive Committee includes \$200,000 for the production of a holiday lighting ceremony on Sunday, November 20, 2016 on Rodeo Drive. The ceremony is free and open to the community and will include the lighting of the holiday décor and a variety of performers, musical guests and holiday refreshments.

It should be noted City staff is exploring additional festive activities for the holiday shopping season and staff will return with proposed activities and cost estimates for City Council consideration at an upcoming meeting. The activities are separate from the City's funding agreement with the Rodeo Drive Committee and could potentially be funded through the prior fiscal year end balance.

### **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 \$400,000 for Rodeo Drive holiday décor and the annual lighting ceremony, which is included in the City's Fiscal Year 2016-2017 funding agreement with the Rodeo Drive Committee.

### **RECOMMENDATION**

It is recommended that the City Council provide direction to staff and the Rodeo Drive Committee on the proposed 2016 holiday décor program and lighting ceremony.



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Cheryl Friedling

Approved By

# **Attachment 1**



# AGENC

EXPERIENTIAL + DIGITAL MARKETING  
FORMERLY CARAVENTS\*

**RODEO DRIVE COMMITTEE**  
HOLIDAY DECOR & LIGHTING CEREMONY  
NOVEMBER 22, 2016



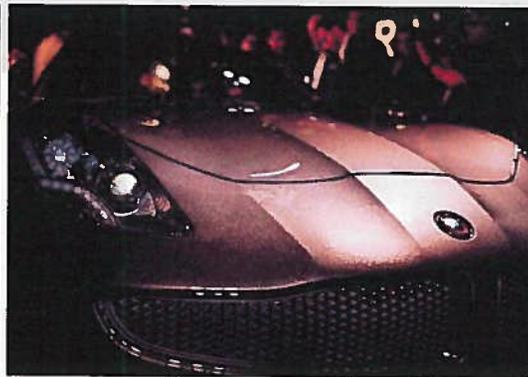
**SELECTED CAPABILITIES**  
WE ARE *ACENT*

## WE ARE AGENC

AGENC Inc., formerly known as Caravents, is an award winning, fully integrated Experiential + Digital Marketing Agency established in 2001 by Founder and CEO, Cara Kleinhaut. We produce experiential environments that spark an exciting digital journey for every guest, telling your brand story with impact and authenticity, on the channels your audience engages with the most.

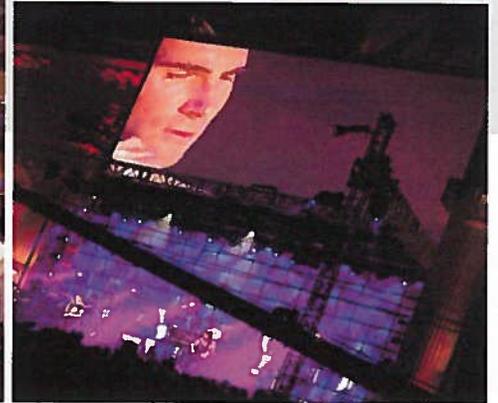
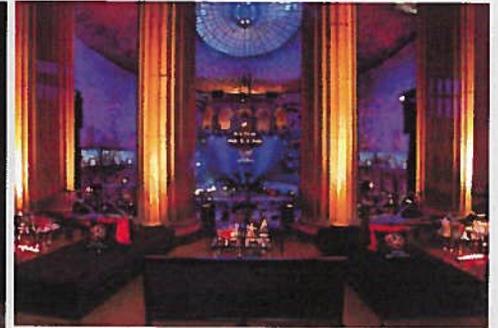
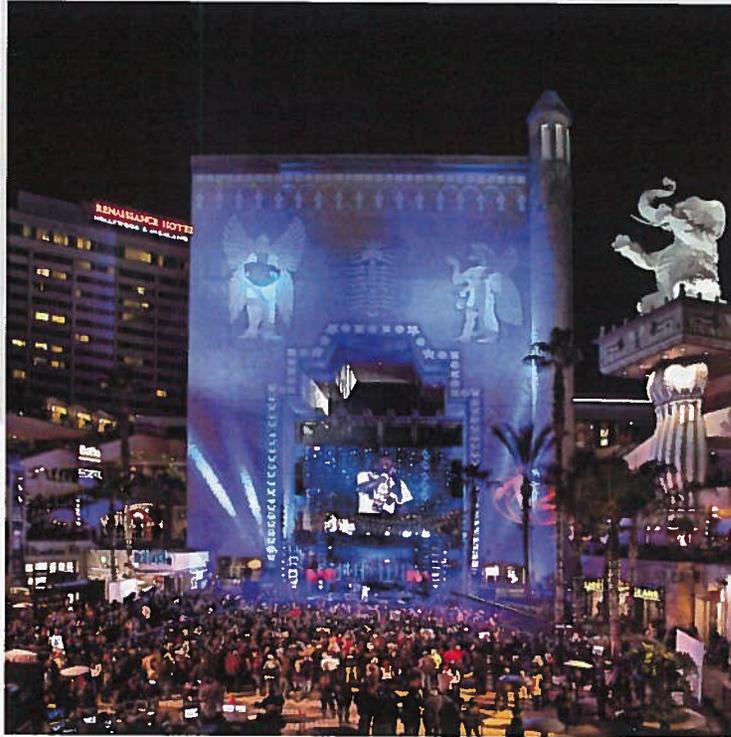
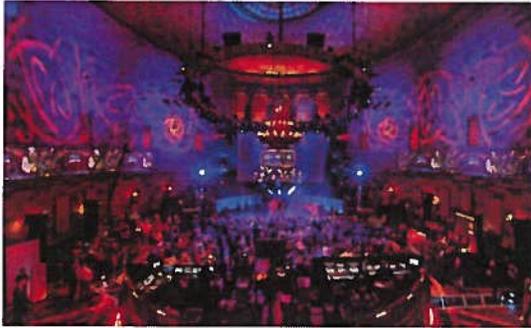
### OUR SPECIALTIES & EXPERTISE: PILLARS OF SUCCESS

- AWARD-WINNING EXPERIENTIAL DESIGN & PRODUCTION
- SPONSORSHIP PROCUREMENT & ACTIVATION
- SOCIAL MEDIA CURATION & DIGITAL INFLUENCER MARKETING



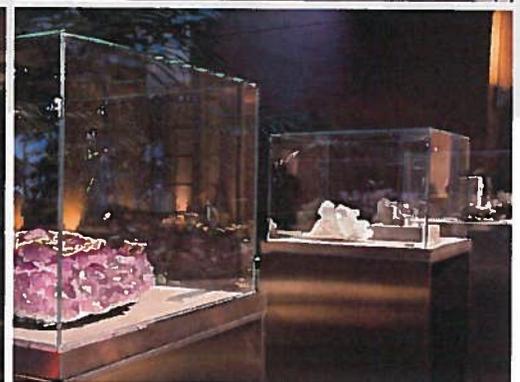
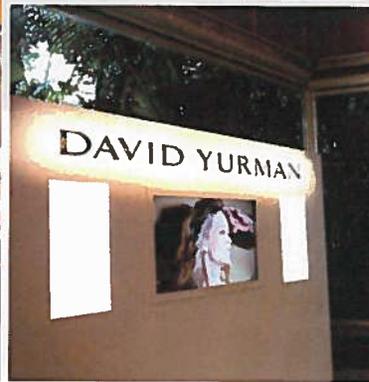
## CASE STUDY: CAESARS TOTAL REWARDS

**Winner: Best Entertainment Program** *Bizbash National Event Style Awards*

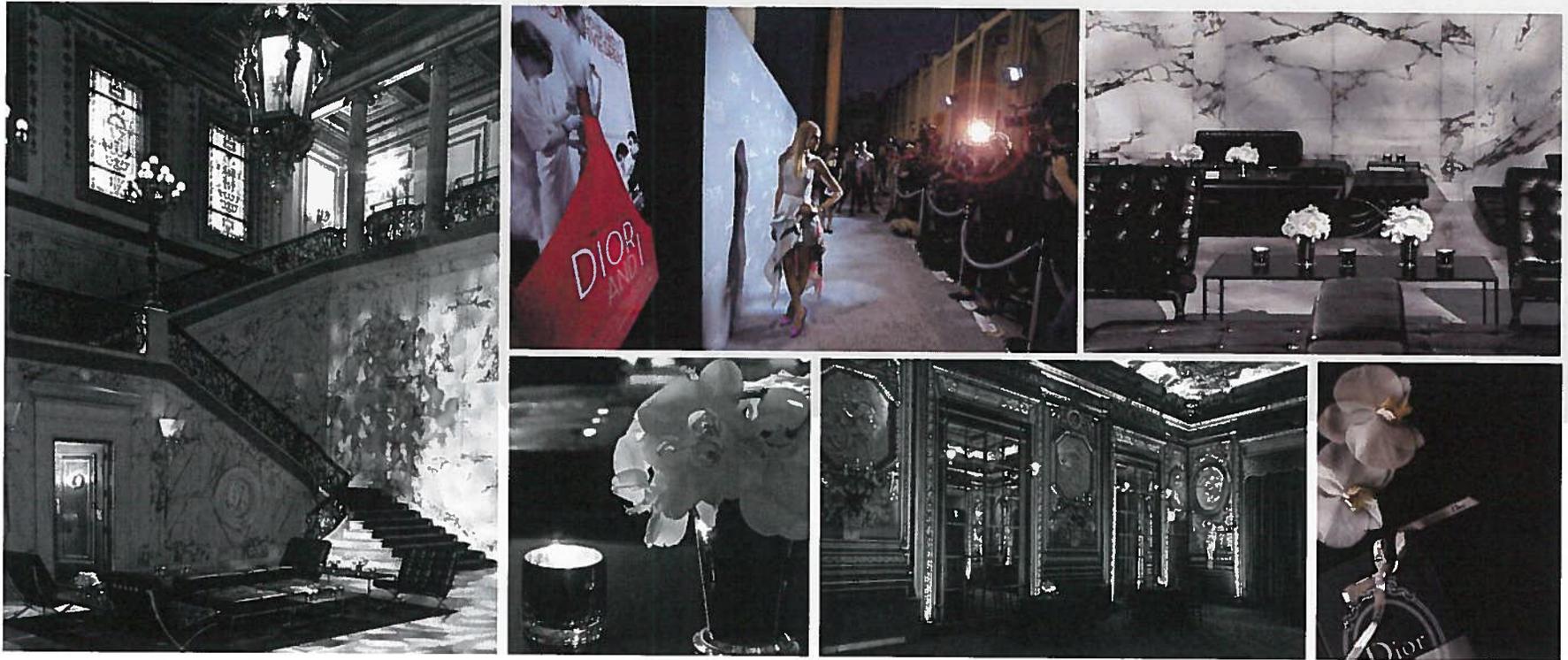


## CASE STUDY: ELLE | WOMEN IN HOLLYWOOD AWARDS

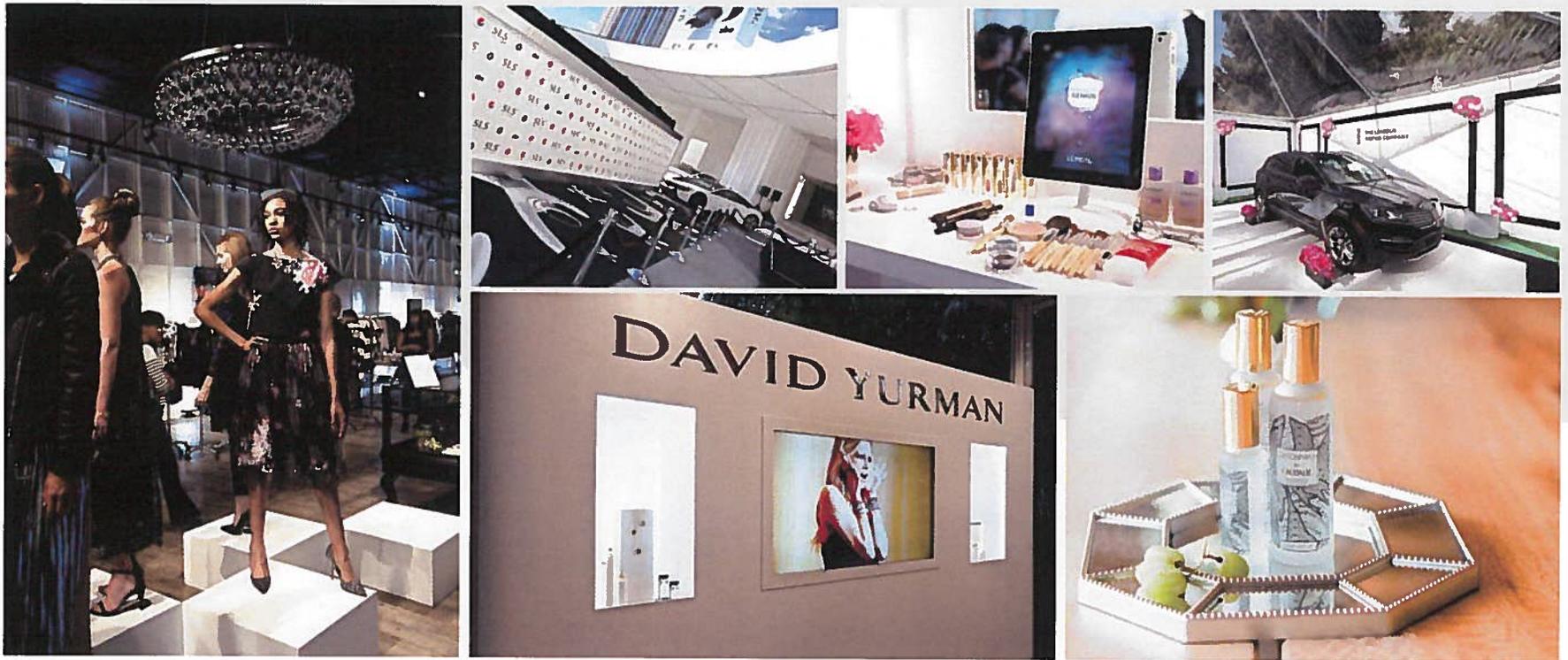
**Winner: Best Event Design** *2015 Stevie Awards*



CASE STUDY: DIOR | FILM PREMIERES & VIP SOIREEES



## LUXURY & RETAIL | SPONSORSHIP INTEGRATIONS & ACTIVATIONS



## SOCIAL MEDIA CURATION | HOW IT WORKS WITH EXPERIENTIAL





**WRAPPED IN  
COUTURE  
#ONLYONRODEO**

**RODEO DRIVE HOLIDAY  
EXPERIENTIAL DESIGN**

## GOALS

1. Create a Holiday event that expands the overall footprint and community involvement and generates revenue in future years.
2. Create an environment that sparks social sharing to reach new audiences both at home and in key tourism markets. Through social media, we can reach millennial luxury shoppers and attract new feet to *The Street*.
3. Create a chic and polished visual holiday experience that can happen #OnlyOnRodeo.
4. Create a new tradition of giving - #RodeoGivesBack. Through a partnership with a local charity, guests will be invited to give back for the Holidays and find the true spirit of the season.

## #RODEOGIVESBACK | Community Coming Together

- Create New Traditions: RDC to partner with local charities where guests can give 'a gift of warmth', such as coats and blankets during the holiday celebration and truly represent the spirit of the holidays and the best of Beverly Hills / Rodeo Drive.
- Integrate #RodeoGivesBack: The theme of #RodeoGivesBack will be integrated into stage programming, messaging on printed materials and all through the Holiday experience on Rodeo Drive.
- Create a "Social Good" story: Excellent opportunity for a positive social good story in both social and traditional media pre and post holiday to engage the community in positive action.

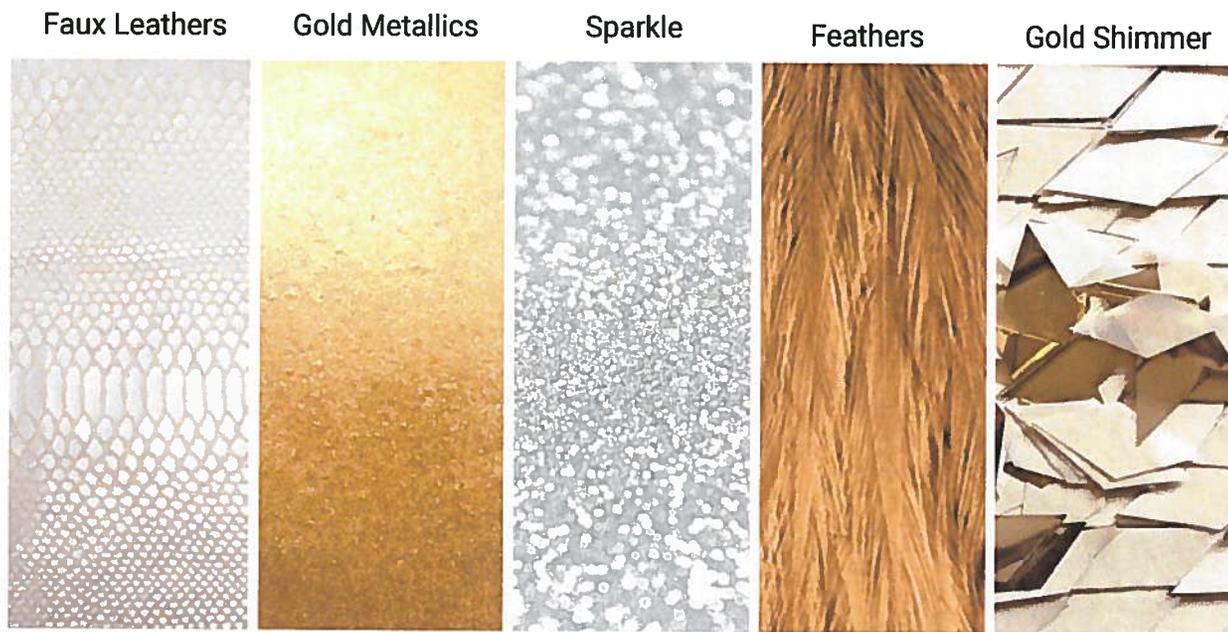


## DESIGN MOOD BOARD | WRAPPED IN COUTURE

- The purpose of this design is to give a cohesive look and feel into all elements
- Inspire a digital journey the moment guests arrive on Rodeo Drive
- We will create an overall elegant, chic and refined environment that communicates luxury, lifestyle and prestige.
- With luxe, tasteful and stylish materials, all elements will express the polish and sheen of Rodeo Drive.



## DESIGN PALETTE | TEXTURES, COLORS, & MATERIALS



## DESIGN GRAPHICS | WRAPPED IN COUTURE

- Signage, Banners, Gift Tags, Social Media, Web, Digital Graphics
- Entry Piece reflective of graphic design details



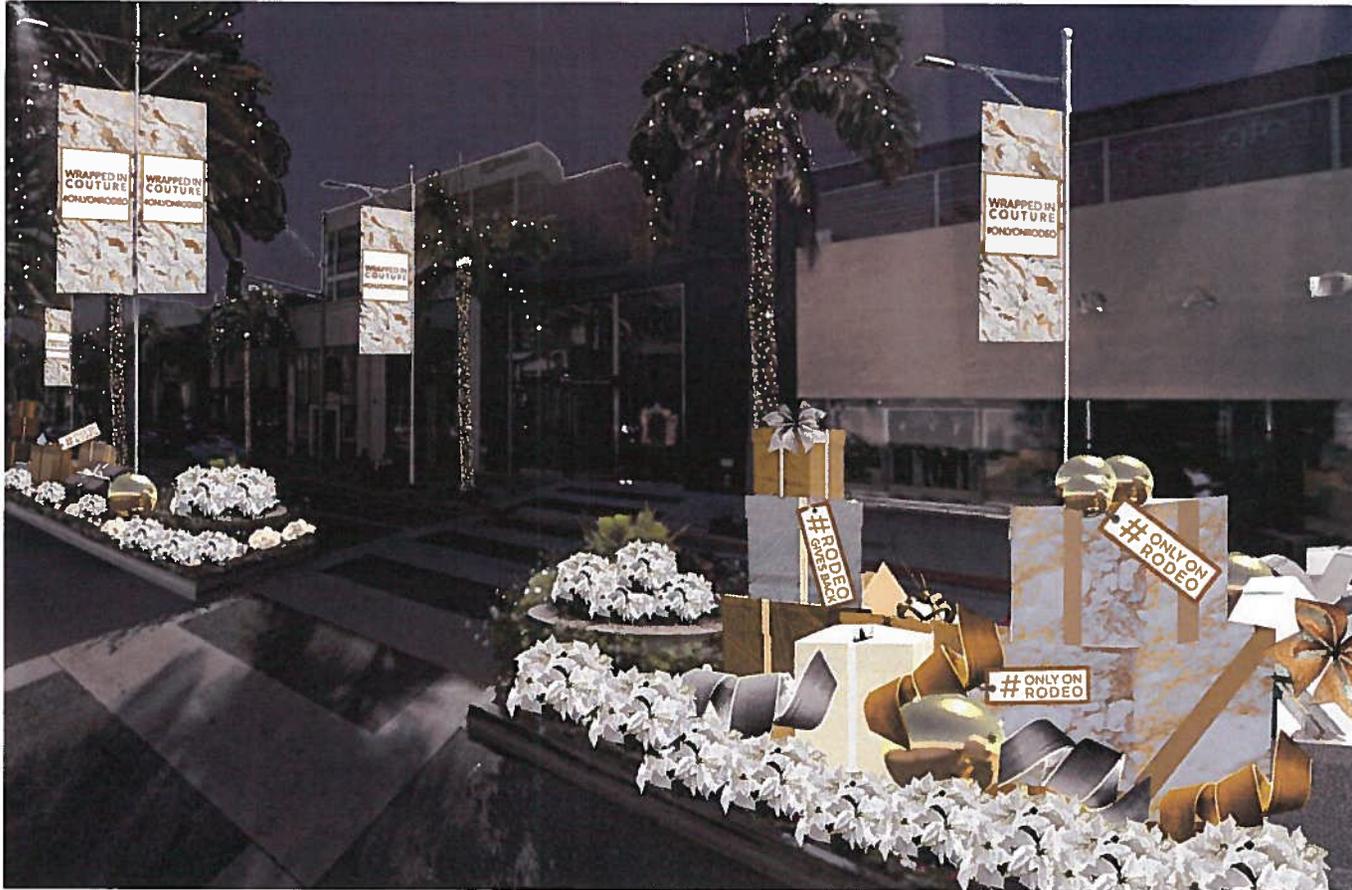
Option 1



Option 2



**DESIGN CONCEPT | MEDIAN DECOR**





**WRAPPED IN  
COUTURE  
#ONLYONRODEO**



**THE CELEBRATION  
HOLIDAY LIGHTING CEREMONY**

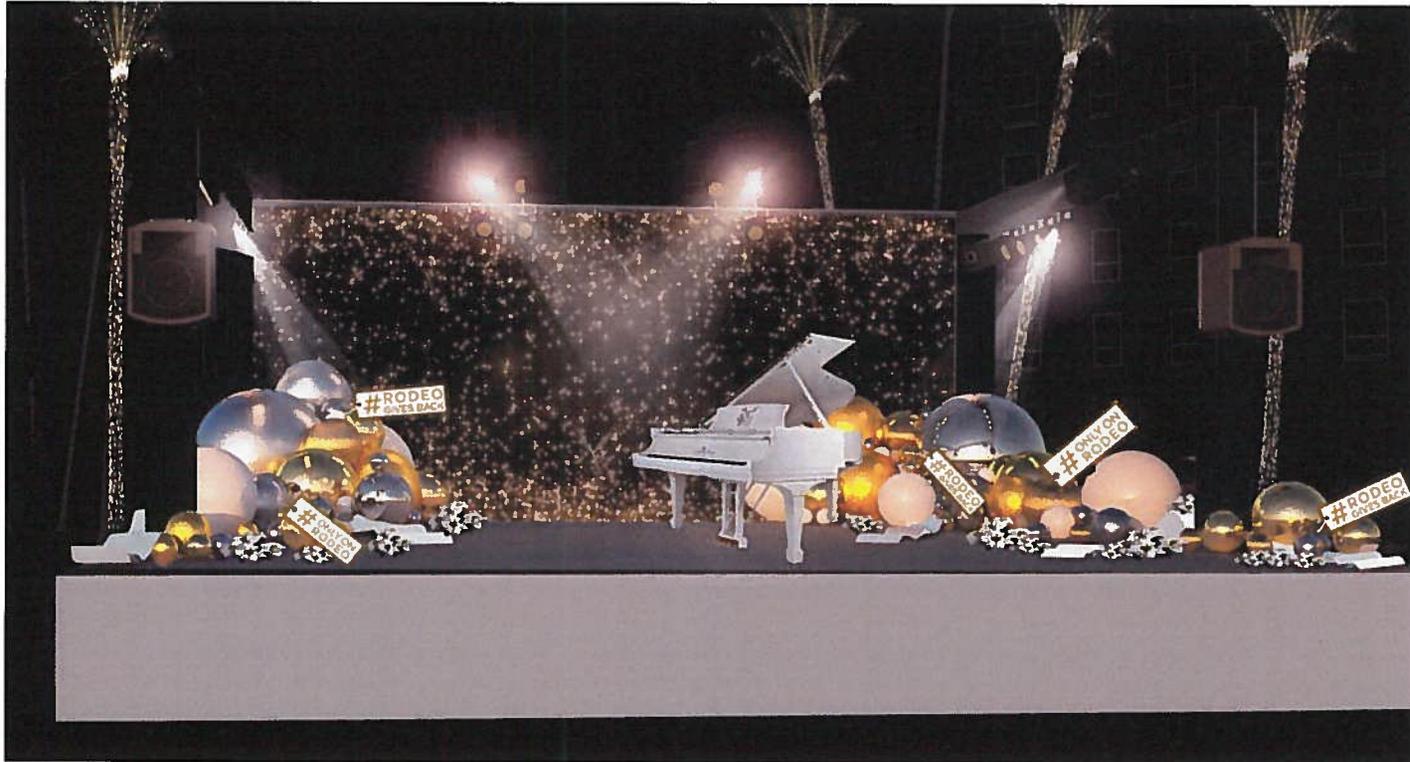
## HOLIDAY LIGHTING | MAIN STAGE CONCEPT

- Luxurious Deconstructed Elements of Holiday Wrapping: Jeweled Embellishments, Shimmery Mixed Metallics & Oversized Spools of Velour Ribbon



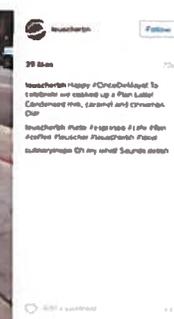
## HOLIDAY LIGHTING | MAIN STAGE

- The stage will be adorned with oversized holiday ornaments and embellishments. The back of the stage will feature a stunning lighting drape made from small twinkling lights.



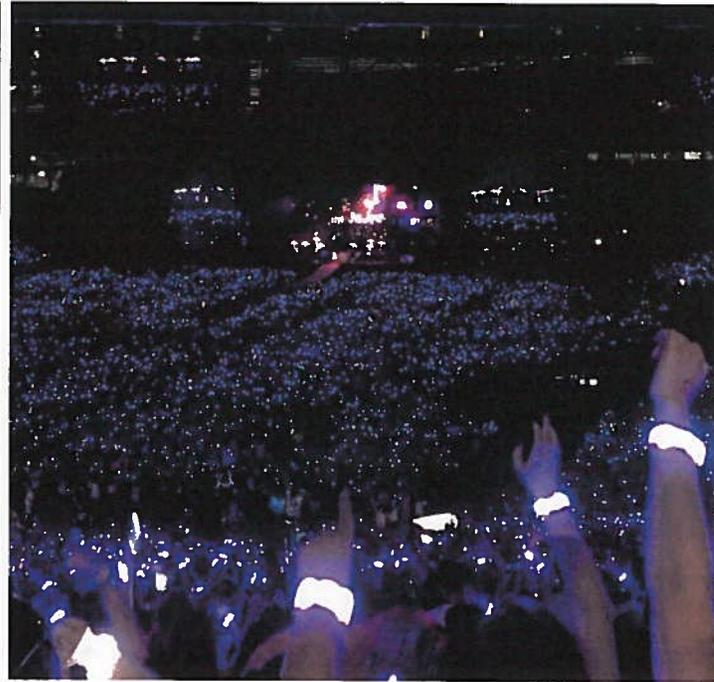
## HOLIDAY LIGHTING | PROGRAMMING OVERVIEW

- **Main Stage**
  - **DJ:** Entertaining DJ Playing Holiday Music
  - **Live Musical Performance:** To be Confirmed
  - **Host/ Special Guest:** To be Confirmed
  - **Community Performances:** Choral and Theatrical Performances
  - **Holiday Guests:** Santa & Mrs. Claus
- **Rodeo Drive Experience & Activations**
  - Interactive, Branded LED Bracelets
  - Local Holiday Treat Stations featuring key BH Businesses
  - Inspirational Photo Activations



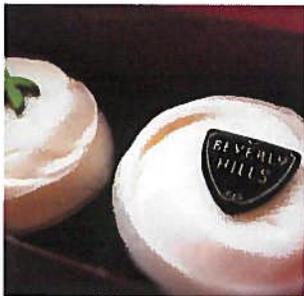
## HOLIDAY LIGHTING | GUEST ENGAGEMENT CONCEPT

- Custom #OnlyOnRodeo White LED bracelets will light up during key moments in the celebration
- LED bracelets to be branded with #OnlyOnRodeo hashtag, tying back to all guests being 'Wrapped in Couture'



## HOLIDAY LIGHTING | Taste of The Holidays

- Local Beverly Hills favorites will be available for guests to nosh and enjoy during Rodeo Drive's Holiday Experience.
- Create a mini holiday village for local Beverly Hills merchants where we can give guests a sneak peek of what will be available for gifts and treats this season.
- This will expand the footprint of the evening's festivities and showcase the best of Beverly Hills.
- Below are some examples of the companies we plan to engage.



Sprinkles Cupcakes



Teuscher Chocolates



Nahid La Patisserie



Beverly Hills Beignet



Beverly Hills Cheese Shop



Teuscher Beverly Hills

## HOLIDAY LIGHTING | INSPIRATIONAL PHOTO ACTIVATIONS

- Interactive holiday photo moments will inspire social sharing, creating a tourist destination, strategically placed in high foot traffic locations #OnlyOnRodeo Drive.



## BUDGET | OVERVIEW

		• Lighting 2 \$	Decor 2 \$	Subtotal \$
A-1200	Site Services & Infrastructure	9,000.00		9,000.00
A-1900	Signage, Branding & Printed Materials	7,000.00		7,000.00
A-2000	Invites, Guest List Management & Check-In Services		6,343.00	6,343.00
A-2200	Insurance & Permits	18,900.00		18,900.00
A-2300	Security & Medical	1,600.00		1,600.00
A-3000	Entertainment, Talent & Programming	64,600.00		64,600.00
A-4000	Activations	5,300.00		5,300.00
A-5000	Holiday Decor		99,305.00	99,305.00
A-6000	Show Production	5,500.00		5,500.00
A-6200	Staging, Set Construction	15,000.00		15,000.00
A-6300	Video, Audio, Projection & Processing	22,100.00		22,100.00
A-6400	Lighting, Rigging, Electrical, Power Generation & Distribution	19,500.00		19,500.00
A-6500	Director, Writer & Creative Fees	1,000.00		1,000.00
A-6800	Editorial & Finishing	1,200.00		1,200.00
A-8300	Communications & Internet	1,250.00		1,250.00
A-8500	Misc. - Production Supplies, Incidentals, Crew Meals	1,000.00		1,000.00
A-8600	On-Site Event Staff	9,690.00		9,690.00
A-8700	Pre & Post Production Management	17,500.00		17,500.00
A-8800	Creative & Design Services		11,225.00	11,225.00
	Subtotal Event Experience - Agency Managed Expenses	200,140.00	116,873.00	317,013.00
A-9000	Management Fee	36,528.00	21,129.60	57,657.60
	<b>I. TOTAL MAIN EXPERIENTIAL</b>	<b>236,668.00</b>	<b>138,002.60</b>	<b>374,670.60</b>



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