



AGENDA REPORT

Meeting Date: November 15, 2016
Item Number: D-9
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND UTOPIA WORLDWIDE, INC. FOR HOLIDAY DÉCOR AND PROGRAM MANAGEMENT; AND

APPROVAL OF A CHANGE PURCHASE ORDER IN THE AMOUNT OF \$97,349 TO UTOPIA WORLDWIDE, INC. FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$746,925

Attachments: 1. Amendment No. 1 to Agreement

RECOMMENDATION

It is recommended that the City Council approve amendment no. 1 to the agreement between the City of Beverly Hills and Utopia Worldwide, Inc. for holiday décor and program management and approve a change purchase order in the amount of \$97,349 to Utopia Worldwide, Inc. for a total not-to-exceed amount of \$746,925.

INTRODUCTION

This item is amendment no. 1 to the agreement with Utopia Worldwide, Inc. for holiday décor and program management. The amendment includes funding for enhancements to the City's holiday program including South Santa Monica Boulevard holiday décor and holiday performers for the commercial areas.

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.

At the November 1, 2016 study session meeting, the City Council approved funding for holiday entertainment for the city's commercial areas and décor enhancements for South

Santa Monica Blvd. Council directed staff to supplement the proposed entertainment with the Beverly Hills High School Madrigal Singers. The Madrigals have represented Beverly Hills throughout Southern California and the United States for over forty years. The voice ensemble is renowned for the diversity of its performances, performing music from renaissance to jazz to Broadway. City staff spoke with Ms. Stacey Kikkawa, Director of Choral/Vocal Music at the High School, and the Madrigals are available to perform December 16, 17, 18 and 22. With the addition of the Madrigals, City staff was able to remove three days of other entertainment to achieve a cost savings of \$4,200. A portion of the cost savings will be provided as a donation to the Madrigals program. The holiday entertainment and South Santa Monica décor enhancements are as follows:

Holiday Entertainment

Holiday Entertainment for Commercial Areas	2016 Budget Estimate
4 performers for 15 days. Entertainers will be either the Brass Quartet performing holiday music or the Camden Carolers: (4) performers/Dickens-Style Singers. Estimate includes 18 days for an Entertainment Coordinator to assist the musicians as they go from location to location and to serve as scheduler. Includes design and fabrication of (4) A-Frame Signs designating the dates and times of the performances.	\$18,783

Friday	November 25, 2016	Camden Carolers
Saturday	November 26, 2016	Bedford Brass Band
Sunday	November 27, 2016	Camden Carolers

Thursday	December 1, 2016	Camden Carolers
Friday	December 2, 2016	Bedford Brass Band
Saturday	December 3, 2016	Camden Carolers
Sunday	December 4, 2016	Bedford Brass Band

Thursday	December 8, 2016	Bedford Brass Band
Friday	December 9, 2016	Camden Carolers
Saturday	December 10, 2016	Bedford Brass Band
Sunday	December 11, 2016	Camden Carolers

Friday	December 16, 2016	Coordinator Only for Beverly Hills Madrigals
Saturday	December 17, 2016	Coordinator Only for Beverly Hills Madrigals
Sunday	December 18, 2016	Coordinator Only for Beverly Hills Madrigals

Thursday	December 22, 2016	Bedford Brass Band & Beverly Hills Madrigals
Friday	December 23, 2016	Camden Carolers

Thursday	December 29, 2016	Bedford Brass Band
Friday	December 30, 2016	Camden Carolers

South Santa Monica Boulevard Holiday Décor Enhancements

Décor Item	2016 Budget Estimate
Garland, Lights and Bows on Street Poles: Purchase, install, maintain, remove, and store street pole decor elements. QTY 23: Street Pole Décor Sets consist of 1 Red and Gold Bow; approx. 3ft bow with 4ft tail and garland lit with warm, white LED mini lights from the ground up to 12ft.	\$17,536
Wilshire/Santa Monica Entrance: Purchase, install, maintain, remove, and store decor elements. Wilshire/Santa Monica Entrance Decor consists of 4 tall palm wraps similar to Wilshire style palms and 2 garland wrapped support poles. Support poles wrapped in white fabric, then wrapped in garland that is lit with warm, white and green LED lights to mimic Wilshire arch spans.	\$6,270
Hanging Snowflake Lights: Purchase, install, maintain, remove, and store decor elements. Warm, white LED 2ft snowflake lights for 42 ficus trees. Average of 7 per tree.	\$52,760
Expedited Delivery Allowance	\$2,000
TOTAL	\$78,566

FISCAL IMPACT

The City's Finance Department projects \$39,140,000 in Transient Occupancy Tax (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 \$320,000, a combination of \$120,000 for contingency programs and \$200,000 for the buffer/reserve account. Per City Council direction at the November 1 meeting, the \$97,349 in holiday enhancements will be funded from the Tourism and Marketing budget contingency and buffer/reserve funding.


 George Chavez

 Approved By

Attachment 1

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN
THE CITY OF BEVERLY HILLS AND UTOPIA
WORLDWIDE, INC. FOR HOLIDAY DÉCOR AND PROGRAM
MANAGEMENT

NAME OF CONTRACTOR: Utopia Worldwide, Inc.

RESPONSIBLE PRINCIPAL OF CONTRACTOR: Norman Kahn, Chief Executive Officer

CONTRACTOR'S ADDRESS: 4111 W. Alameda Avenue, Suite 504
Burbank, CA 91505

CITY'S ADDRESS: City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210
Attention: Mahdi Aluzri, City Manager

COMMENCEMENT DATE: November 15, 2016

TERMINATION DATE: June 30, 2017

CONSIDERATION: Original Agreement Not-to-Exceed: \$649,576.00
This Amendment No. 1: \$97,349.00
Total Not-to-Exceed: \$746,925.00

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN
THE CITY OF BEVERLY HILLS AND UTOPIA
WORLDWIDE, INC. FOR HOLIDAY DÉCOR AND PROGRAM
MANAGEMENT

This Amendment No. 1 is to that certain Agreement between the City of Beverly Hills (hereinafter called "CITY"), and Utopia Worldwide, Inc. (hereinafter called "CONTRACTOR") dated September 6, 2016 and identified as Contract No. 380-16 "Agreement".

CITY and CONTRACTOR desire to amend the Agreement.

NOW, THEREFORE, the parties agree as follows:

Section 1. CONSIDERATION shall be amended as set forth on the cover page hereof.

Section 2. Attachment 1 to Exhibit C, "Estimated Program Budget," shall be amended as attached hereto and incorporated herein.

Section 3. Except as specifically amended by this Amendment No. 1, the remaining provisions of the Agreement shall remain in full force and effect.

EXECUTED the _____ day of _____ 20____, at Beverly Hills, California.

CITY OF BEVERLY HILLS
A Municipal Corporation

JOHN A. MIRISCH
Mayor of the City of Beverly Hills, California

ATTEST:

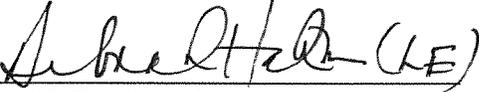
(SEAL)
BYRON POPE
City Clerk

CONTRACTOR: UTOPIA WORLDWIDE, INC.



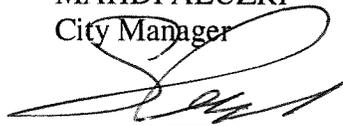
NORMAN KAHN
Chief Executive Officer

APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

 For: _____
MAHDI ALUZRI
City Manager


SHARON L'HEUREUX DRESSEL
Interim Risk Manager

ATTACHMENT 1 TO EXHIBIT C
ESTIMATED PROGRAM BUDGET

Holiday Entertainment for Commercial Areas	2016 Budget Estimate
4 performers for 15 days. Entertainers will be either the Brass Quartet performing holiday music or the Camden Carolers: (4) performers/Dickens-Style Singers. Estimate includes 18 days for an Entertainment Coordinator to assist the musicians as they go from location to location and to serve as scheduler. Includes design and fabrication of (4) A-Frame Signs designating the dates and times of the performances.	\$18,783

Friday	November 25, 2016	Camden Carolers
Saturday	November 26, 2016	Bedford Brass Band
Sunday	November 27, 2016	Camden Carolers

Thursday	December 1, 2016	Camden Carolers
Friday	December 2, 2016	Bedford Brass Band
Saturday	December 3, 2016	Camden Carolers
Sunday	December 4, 2016	Bedford Brass Band

Thursday	December 8, 2016	Bedford Brass Band
Friday	December 9, 2016	Camden Carolers
Saturday	December 10, 2016	Bedford Brass Band
Sunday	December 11, 2016	Camden Carolers

Friday	December 16, 2016	Coordinator Only for Beverly Hills Madrigals
Saturday	December 17, 2016	Coordinator Only for Beverly Hills Madrigals
Sunday	December 18, 2016	Coordinator Only for Beverly Hills Madrigals

Thursday	December 22, 2016	Bedford Brass Band & Beverly Hills Madrigals
Friday	December 23, 2016	Camden Carolers

Thursday	December 29, 2016	Bedford Brass Band
Friday	December 30, 2016	Camden Carolers

South Santa Monica Blvd. Holiday Décor Enhancements	2016 Estimate
Garland, Lights and Bows on Street Poles: Purchase, install, maintain, remove, and store street pole decor elements. QTY 23: Street Pole Décor Sets consist of 1 Red and Gold Bow; approx. 3ft bow with 4ft tail and garland lit with warm, white LED mini lights from the ground up to 12ft.	\$17,536
Wilshire/Santa Monica Entrance: Purchase, install, maintain, remove, and store decor elements. Wilshire/Santa Monica Entrance Decor consists of 4 tall palm wraps similar to Wilshire style palms and 2 garland wrapped support poles. Support poles wrapped in white fabric, then wrapped in garland that is lit with warm, white and green LED lights to mimic Wilshire arch spans.	\$6,270
Hanging Snowflake Lights: Purchase, install, maintain, remove, and store decor elements. Warm, white LED 2ft snowflake lights for 42 ficus trees. Average of 7 per tree.	\$52,760
Expedited Delivery Allowance	\$2,000
Subtotal	\$78,566
Holiday Entertainment Total	\$18,783
Grand Total	\$97,349