



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 15, 2008
To: Honorable Mayor & City Council
From: Alison Maxwell, Director Economic Development and Marketing
Subject: Rodeo Drive Committee, Mid-year Update on Programs
Attachments: 1. Report from the Rodeo Drive Committee

INTRODUCTION

Representatives from the Rodeo Drive Committee will provide City Council with an update on projects and programs sponsored by the City, namely the Rodeo Drive Walk of Style and Concours D'Elegance (Father's Day car show) as well as other programs the Committee is planning.

DISCUSSION

The City sponsors the Rodeo Drive Committee to develop, manage and execute the Walk of Style® program. The City approved sponsorship for the 2007-2008 Walk of Style® program at \$350,000.

The City also sponsors the Rodeo Drive Committee Father's Day auto show on Rodeo Drive, known as the Concours D'Elegance. Sponsorship for this event was approved at \$20,000 for 2007-2008.

In 2003, the Rodeo Drive Committee and the City of Beverly Hills inaugurated the Rodeo Drive Walk of Style honoring style legends for their contributions to the worlds of fashion and entertainment. This marketing effort was poised to focus world media attention for the first phase of the City's beautification program – completed in 2005.

Since its inception, eleven honorees have been inducted into the Rodeo Drive Walk of Style: Giorgio Armani, Tom Ford, Mario Testino, Herb Ritts, Edith Head, Milena Canonero, James Acheson, Salvatore Ferragamo, the late Gianni Versace and Donatella Versace; and most recently James Galanos.

The goals of the Walk of Style program are to:

- Reinforce Rodeo Drive's position as one of L.A.'s top tourist attractions.
- Create publicity opportunities for Rodeo Drive and Beverly Hills to be in the media.

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- Reinforce Rodeo Drive's position as the intersection of fashion and entertainment.
- Create press opportunities that reach fashion, entertainment and art-related media.
- Add to the beautification of Rodeo Drive – which in addition to the plaques includes via Robert Graham's Torso.

In addition to the City-sponsored events, the Rodeo Drive Committee, as an independently funded membership organization, has been developing a number of other marketing and enhancement programs, including launch of a new website (rodeodrive-bh.com) and other events aimed at providing additional "buzz" to Rodeo Drive.

Attached to this report is a memo from the Rodeo Drive Committee updating City Council on the City-sponsored events and other Rodeo Drive Committee initiated programs. Representatives from the Rodeo Drive Committee will be in attendance to make an oral report and present to City Council.

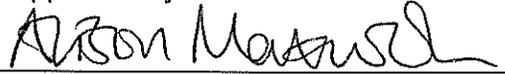
FISCAL IMPACT

None

RECOMMENDATION

Receive report and presentation from representatives of the Rodeo Drive Committee and provide direction as applicable.

Approved By



Alison Maxwell, Director Economic
Development and Marketing



**Rodeo Drive Committee
Mid-Year Report ~ 4.1.08**

RODEO DRIVE WALK OF STYLE®

Secured honoree and fashion designer James Galanos to accept the 11th Rodeo Drive Walk of Style® Award on October 18, 2007. Executed Plaque Unveiling and Luncheon co-hosted by Former First Lady Nancy Reagan, Betsy Bloomingdale and Connie Wald. The event started with an open to the public Plaque Unveiling and Award presentation at Two Rodeo, followed by an intimate seated luncheon at the Beverly Wilshire. Over 120 guests attended the afternoon festivities, including fashion designer Ralph Chado Rucci, photographer William Claxton and model Peggy Moffitt. Secured rights to photographs taken by world-renown photographer Victor Skrebneski and designed a two-week banner exhibition on Rodeo Drive featuring selected works by Mr. Galanos. See attached addendum.

Continued potential sponsor and honoree outreach for 2008-2009.

RODEO DRIVE WEBSITE

www.rodeodrive-bh.com

Developed and launched website featuring photographs and background information on Rodeo Drive stores and programs. In addition to the Rodeo Drive Walk of Style® and Concours d'Elegance, the site includes a printable Rodeo Drive map, store directory, press information and reciprocal links to the City of Beverly Hills and Beverly Hills Conference and Visitors Bureau sites. The website launch was advertised in *Beverly Hills Courier*, *Beverly Hills Weekly* and *Los Angeles Times* online. In addition, a pay-per-click program yielded over 10 million impressions in the first three months. The website is updated quarterly. See attached addendum.

HOLIDAY

Negotiated and executed American Express Retail Holiday card-usage promotion in conjunction with the Beverly Hills Conference and Visitors Bureau. Secured 17 Rodeo Drive and Golden Triangle retailers to participate in \$100 off \$500 or \$200 off \$1,000 purchases made through December 24, 2007. Designed and printed holiday offer invitations distributed to guests via BHCVB hotels. Designed ads for *Beverly Hills Courier*, *Beverly Hills Weekly* and *Los Angeles Times* online to promote the program. See attached addendum.

RODEO DRIVE CONCOURS D'ELEGANCE

The 2008 Rodeo Drive Concours d'Elegance will take place on Father's Day, Sunday, June 15. Themed "Haute Wheels: Celebrating Car Couture," which harkens back to the original Parisian Concours where luxurious high fashion was modeled next to magnificent custom coach work, the event will be held on the 300 & 400 blocks of Rodeo Drive. Rodeo Drive will be home to not only its renowned fashions, but also one-of-a-kind "couture" automobiles at the annual free and open to the public event. Rodeo Drive stores have been invited to model fashions alongside the magnificent cars. Sponsorship procurement continues, with the following partners confirmed: City of Beverly Hills, David Orgell/TAG Heuer, Toyota Land Cruiser and Ferrari Maserati Beverly Hills. Discussions are in place with media partners. A download-able Registration Form will also be available to Exhibitors on rodeodrive-bh.com. Budget permitting, enhancements to this year's event include a Direct Mail program to promote the event, day-of Program, and a Food Court. See attached addendum.



OTHER

The Rodeo Drive Committee has been working on the following to generate more "buzz" and energy on the street, targeted to media, tourists and locals:

DISNEY'S "BEVERLY HILLS CHIHUAHUA"

New Disney feature film starring Jamie Lee Curtis and the voice of Drew Barrymore as "Chloe," the pampered Beverly Hills Chihuahua who gets lost during a vacation and needs the assistance of furry friends to find her way back home. The Committee is working with Disney to participate in and to maximize exposure during Disney's proposed "Running of the Chihuahuas" international media event on the 200 block of Rodeo Drive. Event is pending Disney confirmation.

HOLLYWOOD FOREIGN PRESS ASSOCIATION (HFPA)

The Committee will host a cocktail event in May to acknowledge HFPA's contributions to Beverly Hills and the entertainment industry. Comprised of 90 international journalists based in Southern California, HFPA members disseminate information about the entertainment industry to through various publications abroad. The HFPA also co-produces the annual Golden Globe Awards. The event will also serve to introduce HFPA members to the City & Rodeo Drive's programs such as the Rodeo Drive Walk of Style®.

RODEO DRIVE LUXURY GUIDES

The Committee is working with a third party publishing group to create Rodeo Drive Luxury Guides to be placed in-room at hotels and in international airport lounges. Other guides currently in circulation include Avenue Montaigne and Rue Du Faubourg Saint-Honore in Paris.

TASTE OF BEVERLY HILLS

The Committee is developing preliminary plans and budgets to produce a "Taste of Beverly Hills" summer program. During the peak tourism months of July, August and September, the "Taste of Beverly Hills" would highlight one restaurant for one Sunday each month on the 200 block of North Rodeo Drive. Open to the general public, this Piazza-style Cafe would offer gourmet food, snacks, beverages and entertainment, providing an outdoor setting to encourage shoppers to extend their visits on Rodeo Drive and enjoy the Beverly Hills ambiance.

MARKET RESEARCH

The Committee is researching options for Focus Group market research amongst Rodeo Drive clientele.

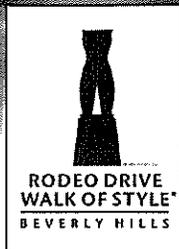


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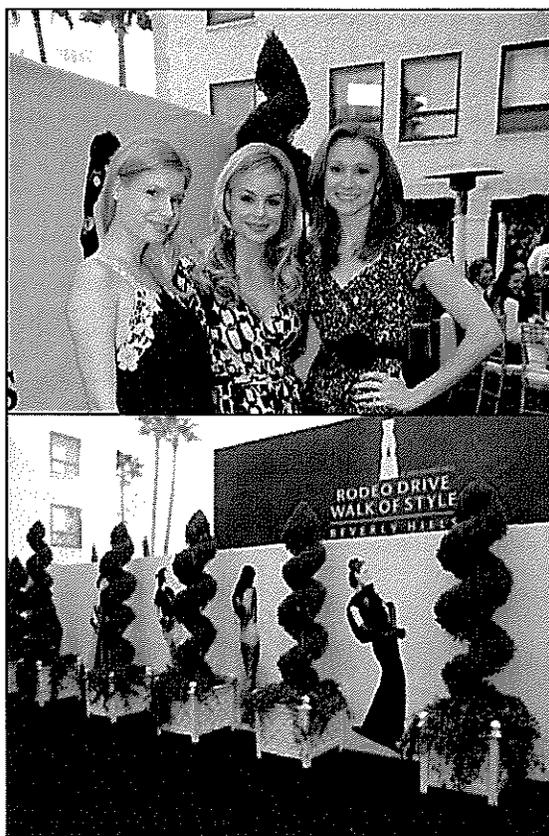
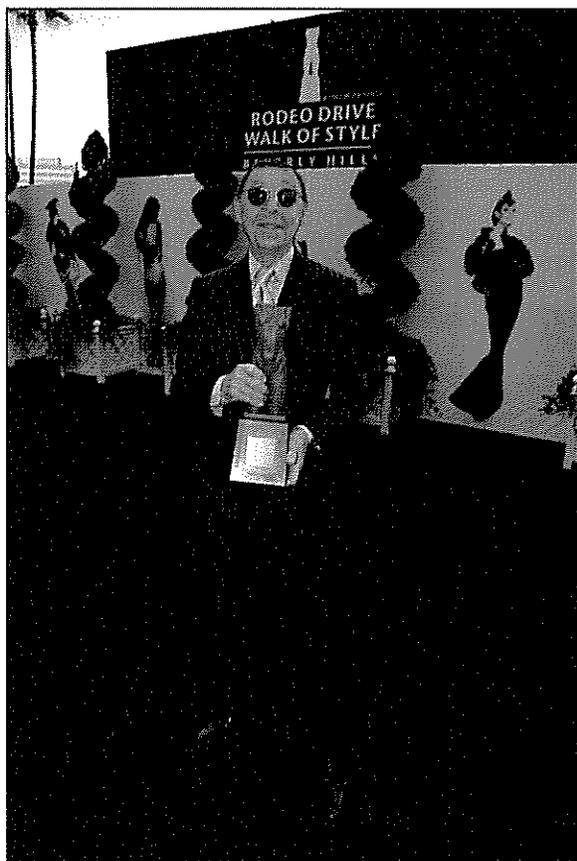


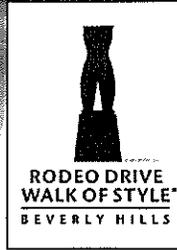
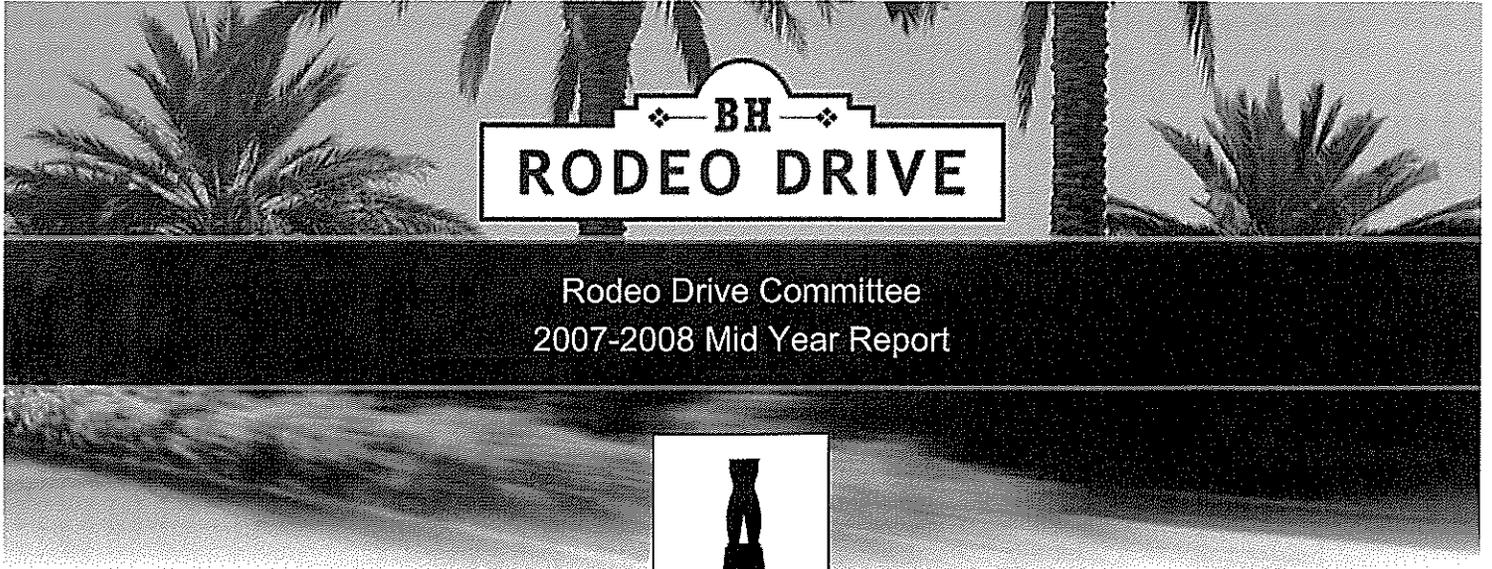
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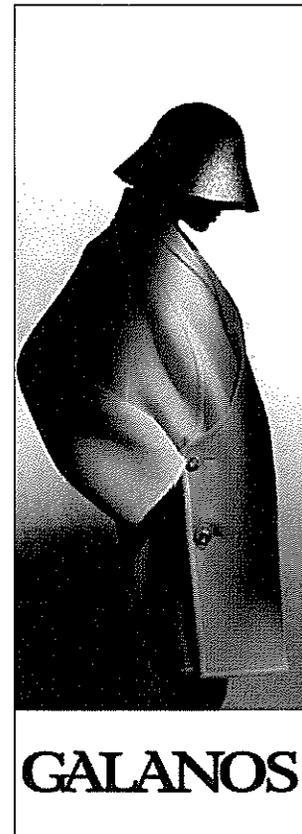


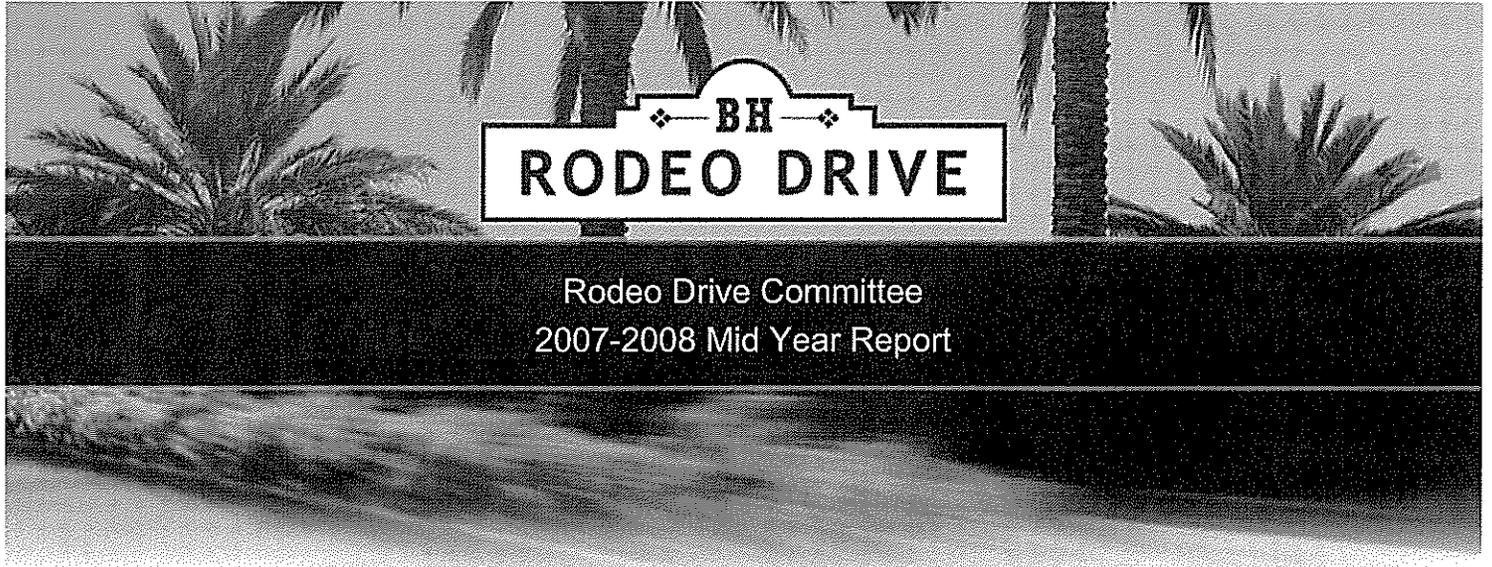
Event Photos





Banners





rodeodrive-bh.com

RODEO DRIVE

DIRECTORY | MAP | WHAT'S NEW | RODEO DRIVE WALK OF STYLE | RODEO DRIVE CONCOURS D'ELEGANCE

Welcome to the official site of Rodeo Drive in Beverly Hills, California. The famed shopping street is known throughout the world as the epicenter of luxury fashion. Rodeo Drive stores span three city blocks where visitors can enjoy more than 100 world-renowned boutiques and hotels.

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RODEO DRIVE WALK OF STYLE

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ABOUT

The Rodeo Drive Walk of Style[®] was introduced in 2003 by the City of Beverly Hills and the Rodeo Drive Committee to honor style legends for their contributions to the worlds of fashion and entertainment.

Selected by an independent group of representatives from the media, entertainment and fashion industries, the Rodeo Drive Walk of Style[®] honors industry leaders with a lasting tribute that commemorates their life long achievements. Honorees are presented with permanent plaques featuring their personal quotes and signatures, which are then embedded into the sidewalks along Rodeo Drive.

Participants of the Rodeo Drive Walk of Style[®] Award Plaza celebrated the distinguished honor with star-spangled awards ceremonies at landmark Beverly Hills locations including Rodeo Drive, the Beverly Hills Post Office and

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RODEO DRIVE CONCOURS D'ELEGANCE

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ABOUT

An annual Father's Day tradition, the Rodeo Drive Concours d'Elegance is an exclusive display of luxury automobiles set against the backdrop of world class Rodeo Drive boutiques. Celebrating the unique relationship between the automotive, fashion and entertainment industries, the spectacular car show is free and open to the public.

Photo Credit: Barbara Photography, LLC

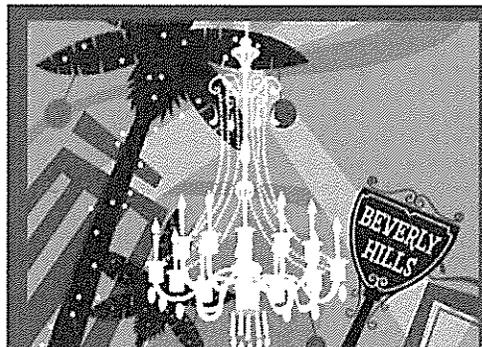
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Holiday - American Express

The City of Beverly Hills invites you to enjoy vintage glamour while you shop some of the season's most wished-for treasures among the premier designers, intimate boutiques and magnificent stores of Rodeo Drive and the Golden Triangle.

This Holiday Season,
Take a gala expedition to Beverly Hills with any American Express® Card.

Shop the luxury boutiques of Beverly Hills between November 15, 2007 and December 31, 2007 and use the promotion code "Beverly Hills Holiday" to receive either \$100 off your purchase of \$500 or more, or \$200 off your purchase of \$1,000 or more when you pay with any American Express® Card.

\$100 off a single purchase of \$500 or more*	\$200 off a single purchase of \$1,000 or more*
SCOGHALAZZA 443 North Rodeo Drive Covak 281 North Rodeo Drive Carol Lawrence Fine Art Galleries, Ltd.** 9470 Dayton Way Dolan and Dicker of Beverly Hills** 715 South Robertson Blvd. GIAI'S Beverly Hills** 231 North Beverly Drive 343 North Rodeo Drive Jed Bar Jacket 224 North Rodeo Drive Doré Boutique, Beverly Hills 408 North Rodeo Drive Maid to Imagine 8285 Wilshire Blvd. Purcell Design** 228 North Rodeo Drive St. John** 9336 Wilshire Blvd. Terry Rose 9536 Brighton Way	MULTI GARDE 9512 Brighton Way Indy 340 North Rodeo Drive ESSE Beverly Hills 238 North Canon Drive Fires 441 North Rodeo Drive ESCADA 9202 Wilshire Blvd. Garnard 202 North Rodeo Drive

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Offer valid through 12/31/07
Offer valid at participating locations only
Offers subject to full terms and conditions available on amexnetwork.com/beverlyhills/holidays/
Other restrictions may apply
**Both offers available at this location.



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Haute Wheels
CELEBRATING CAR
COUTURE

2008
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JOIN US ON RODEO DRIVE
FATHER'S DAY, JUNE 15
10 A.M. - 4 P.M.

OPEN AND FREE TO THE GENERAL PUBLIC

Special Thanks to our partners:

To register your car please visit www.rodeodrive-bh.com For general information please call the Rodeo Drive Committee at 310.858.6100