



Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

You can also dial in by phone:

+1 669 900 9128 US

+1 833 548 0282 (Toll-Free)

One tap mobile

+16699009128,,5161912424# US

+18335480282,,5161912424# US (Toll-Free)

Monday, June 21, 2021

2:30 PM

Pursuant to Executive Order N-25-20, members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

1. Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
2. Discussion regarding 2021 Citywide Holiday Décor
3. Update regarding Post-Pandemic Reopening for Special Events
4. Future Agenda Items Discussion
5. Adjournment

Huma Ahmed
City Clerk

Posted: June 17, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.



CITY OF BEVERLY HILLS
DEPARTMENT OF PUBLIC WORKS

MEMORANDUM

TO: City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

FROM: Teresa Revis, Associate Project Manager
Laura Biery, Marketing and Economic Sustainability Manager

DATE: June 21, 2021

SUBJECT: Discussion Regarding 2021 Citywide Holiday Décor

ATTACHMENT: 1. Presentation of Citywide Décor Early Planning Items

Introduction

This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons (Mayor Wunderlich and Vice Mayor Bosse) with an overview of the City's proposed 2021 holiday décor and lighting items that require early planning.

Discussion

Each year the City sponsors a signature Holiday Décor Program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. This year, a number of City lighting and décor items are in need of replacement and staff is requesting direction at this time in order to meet the project timelines.

Santa and Reindeer

The current Santa and Reindeer were fabricated in 2006 and have been displayed at the Wilshire/Beverly intersection since then. Over that time, Santa and Reindeer have had ongoing preventative maintenance and aesthetic "touch-ups". Upon removal in 2020, they were assessed by our holiday décor consultant and determined to no longer be safe for reinstallation. Consequently, an upgraded Santa and Reindeer display is needed for 2021.

The proposed new Santa and Reindeer display will be a unique, one-of-a-kind custom-built display that incorporates the unique installation requirements on Wilshire Boulevard. The anticipated upgrades will include: updated materials, integrated LED lighting, lighted garland sled to reindeer connections, and enhanced visual details.

The estimated cost to design, fabricate, install, remove and store the new Santa and Reindeer display is approximately \$400,000 for the 2021 holiday season.

In order to meet previously established Santa and Reindeer display installation timelines, staff is requesting to move forward with the design and fabrication of the new Santa and Reindeer so that it may be installed this December.

Beverly Cañon Gardens

In 2020, new décor elements were rented for Beverly Cañon Gardens with multiple custom elements created. These elements include: a walk-through holiday tree, with custom Beverly Hills gates and a Regal Walk-Thru Ornament display that consisted of four, 14'X11' rings that contained 1,112 twinkle lights per ring. Since these elements were displayed in 2020, and the COVID-19 pandemic severely limited visitors to the area during that time, staff recommends displaying these engaging décor elements for 2021. The rental cost for these elements is approximately \$120,000 for the 2021 holiday season.

La Cienega Street Décor:

The current La Cienega holiday décor includes mini multi-colored lights wrapping the tree bases as well as multi-colored Starlight Spheres (spheres) hanging under the tree canopies along each side of the street. The City's holiday vendor has assessed the spheres and determined that between 40-50% of the spheres require repair and/or replacement. The cost to repair/replace them is approximately \$60,000. Alternatively, a complete replacement of the hanging spheres with new hanging objects is estimated to cost approximately \$180,000.

Accordingly, staff is seeking direction regarding the La Cienega décor on whether to:

- Option 1: Replace the damaged elements and maintain the La Cienega décor as previous years.
- Option 2: Purchase new décor for La Cienega and staff can assess the remaining sphere's for potential use at other locations in the City.

Other Street Décor:

Obelisk and column display installation locations have varied over the years including installations on S. Beverly Drive, N. Beverly Drive, and Cañon Drive. In 2020, the columns remained on S. Beverly Drive but the obelisks were moved to La Cienega Boulevard. If the columns are to be reused in 2021, they will require new graphics to be fabricated and installed for the 2021 holiday season and the approximate cost for new graphic wraps is \$20,000.

Staff is seeking direction regarding the obelisk and column décor on whether to:

- Option 1: Continue to display the obelisks and columns this year using new graphic wraps as well as working around the Open BH businesses to ensure the placement does not conflict with parklet and sidewalk dining locations. Staff will also determine if a more sustainable covering is available to avoid the cleaning and replacement costs associated with the columns for future years.
- Option 2: Purchase new décor for these three streets and staff can assess the remaining obelisks for potential use at other locations. If the columns are to be reused on any street they will require new graphic wraps.

Other street décor throughout the City on other streets including Robertson and S. Santa Monica Blvd. will require some minor repair and replacement this year, but staff is not recommending full replacement at this time; the approximate cost for the repairs is \$125,000. No direction is required for these items.

Other Décor Elements

Other elements of the holiday décor program are the Menorah and Christmas Tree at Beverly Gardens Park. The Menorah is in need of a new or refreshed base and the Christmas Tree will also require replacement this year. A new Gobos projection onto the Crescent side of City Hall will need to be fabricated this year as well. The approximate cost for these items is \$20,000. No direction is needed at this time.

Street Pole Banners

New street pole banners are needed for this holiday season. Staff is working with a selected design firm to provide options, including a design for the Gobo projection on City Hall, for the Liaison’s to review at a future date. Funding for the fabrication and design costs for the citywide holiday street pole banner campaign is within the Policy and Management budget and is approximately \$100,000 for 435 street pole banners. No direction is needed at this time.

Key dates

Key dates for the 2021 holiday season are:

- All lights and décor installed by no later than – Saturday, November 13, 2021
- Thanksgiving Day – Thursday, November 25, 2021
- Hanukkah – Sunday, November 28, 2021 through Monday, December 6, 2021
- Santa and Reindeer Installed – Wednesday, December 1, 2021
- Christmas Day – Saturday, December 25, 2021
- Removal of lights and décor to begin - Monday, January 3, 2022

Fiscal Impact

There is no request for additional funding based on the staff recommendations outlined above. The estimates for the replacement items for the 2021 Holiday Program are listed below. These funds have already been allocated in the FY 2021/2022 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations, except for the design and fabrication of the banners, which is contained within the Policy and Management budget. No additional funds are requested at this time.

Santa and Reindeer	\$ 400,000
Beverly Canon Gardens (rental)	\$ 120,000
Street Décor	
La Cienega Tree Décor	\$ 60,000 repair/replace - \$180,000 new
Other Street Décor	\$ 125,000
Columns	\$ 20,000
Other décor elements	\$ 20,000
Street Pole Banners	\$100,000 (design and fabrication)
Total:	\$845,000 to \$965,000

Staff will return to the City Council Liaisons at a future date to discuss the 2021 holiday décor proposal for Rodeo Drive as well as any programming or unveiling ceremony requests for the 2021 holiday season. Those items are not part of the FY 2021/2022 CIP (No. 00635) and will be presented for review in a separate presentation.

Recommendation

At this time staff recommends that the Liaison direct staff to:

- provide approval for the design and fabrication of a new Santa and Reindeer display for installation by December 1, 2021;
- continue use of the walk-through holiday tree and Regal Walk-Thru Ornament display for Beverly Cañon Gardens;
- provide direction regarding replacement/refurbishment of décor on La Cienega;
- provide direction regarding obelisk locations and replacement/refurbishment of columns; and
- establish a holiday décor installation schedule based on the install completion date of Saturday, November 13, 2021.

Attachment 1

2021 CITYWIDE HOLIDAY DÉCOR

Rodeo Drive Committee/Special Events/Holiday Program Committee

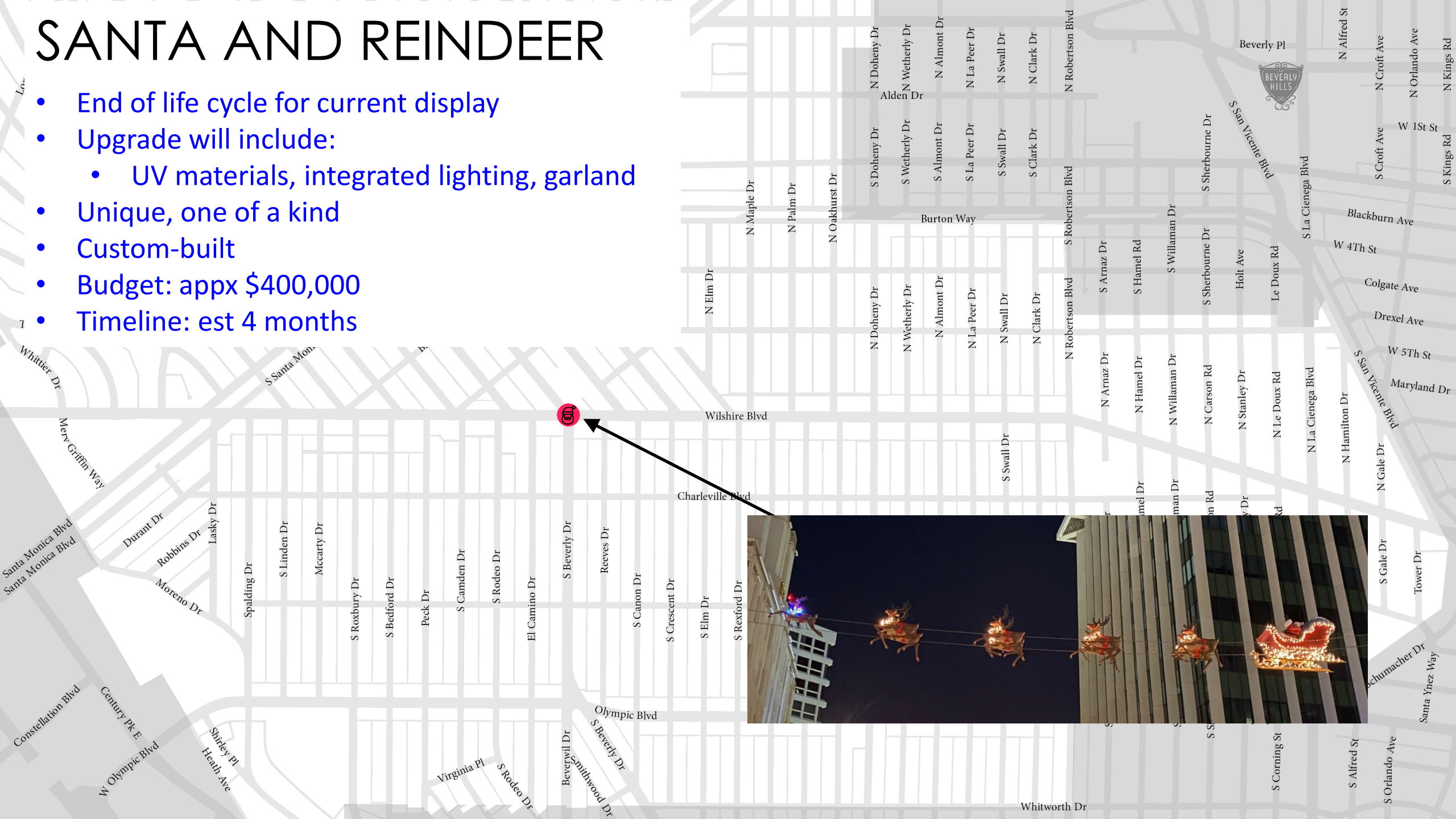
June 21, 2021

AGENDA:

- Santa and Reindeer
- Beverly Cañon Gardens Décor
- Street Décor:
 - La Cienega Tree Décor
 - Obelisks and Columns
- Other Décor Elements
- Banners
- Key Dates

SANTA AND REINDEER

- End of life cycle for current display
- Upgrade will include:
 - UV materials, integrated lighting, garland
- Unique, one of a kind
- Custom-built
- Budget: appx \$400,000
- Timeline: est 4 months



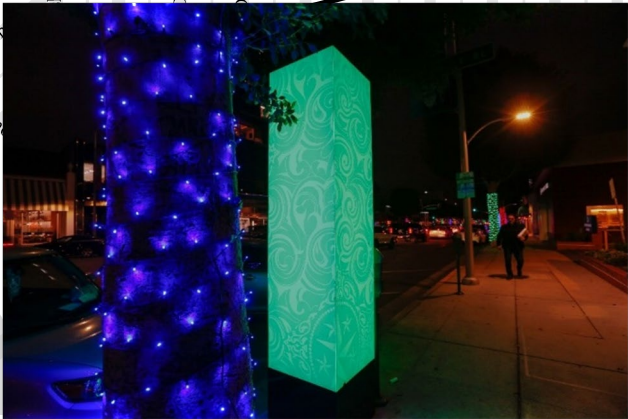
STREET DECOR



S. Santa Monica



N. Canon (Obelisk)



S. Beverly and La Cienega (Column)



Robertson



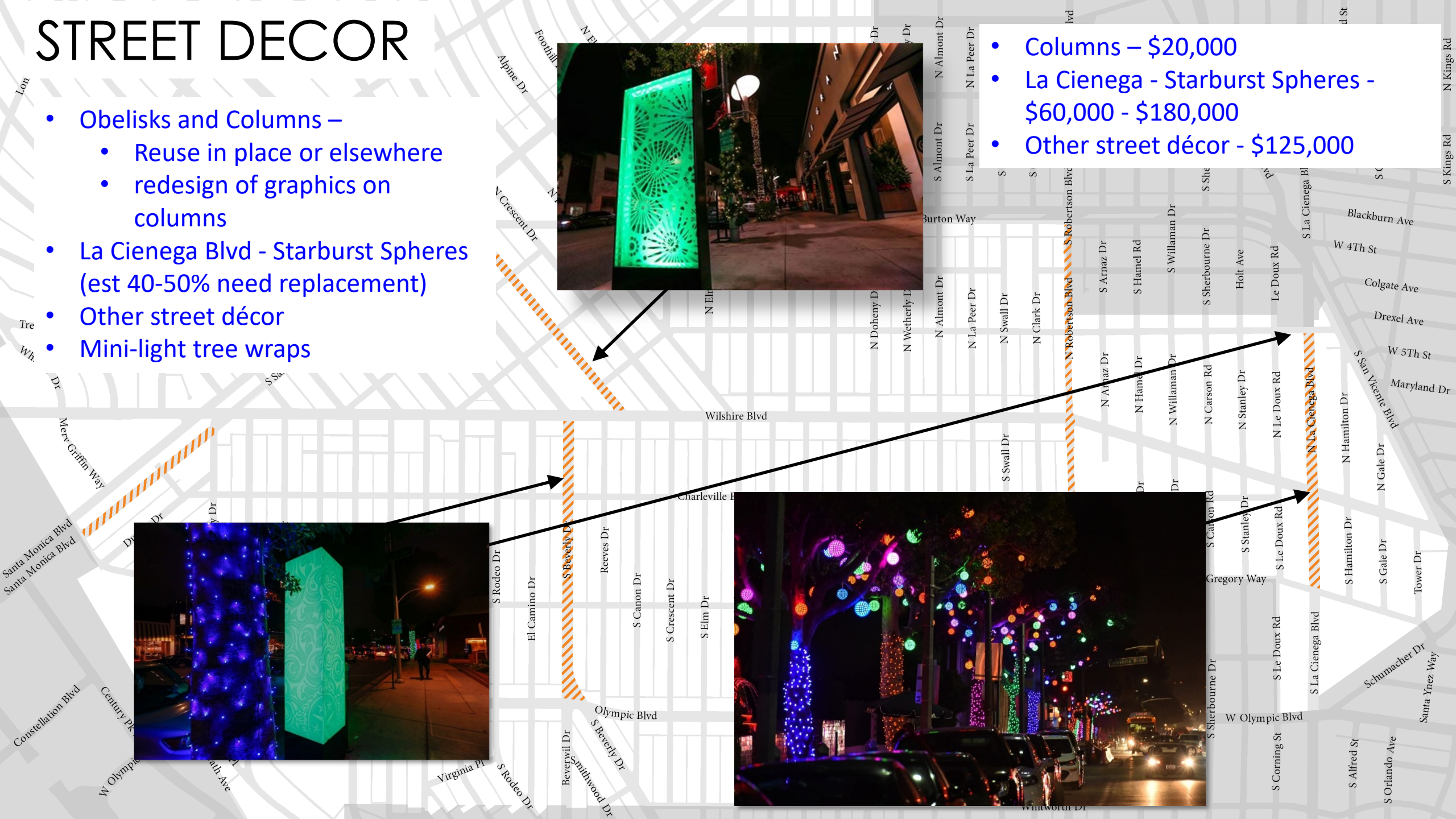
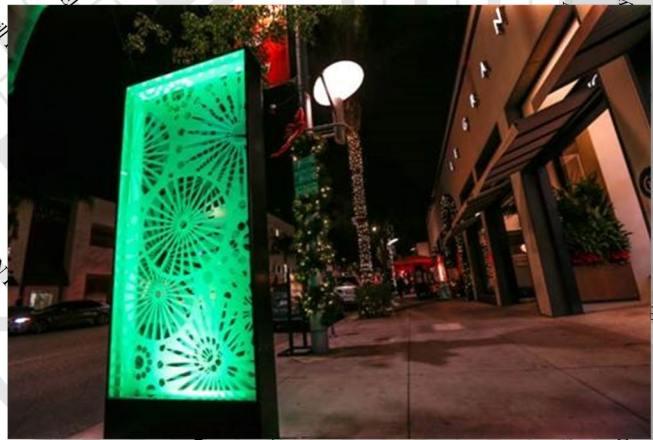
La Cienega



STREET DECOR

- Obelisks and Columns –
 - Reuse in place or elsewhere
 - redesign of graphics on columns
- La Cienega Blvd - Starburst Spheres (est 40-50% need replacement)
- Other street décor
- Mini-light tree wraps

- Columns – \$20,000
- La Cienega - Starburst Spheres - \$60,000 - \$180,000
- Other street décor - \$125,000



OTHER DÉCOR ELEMENTS

- Estimated cost is \$20,000



Menorah – refresh base



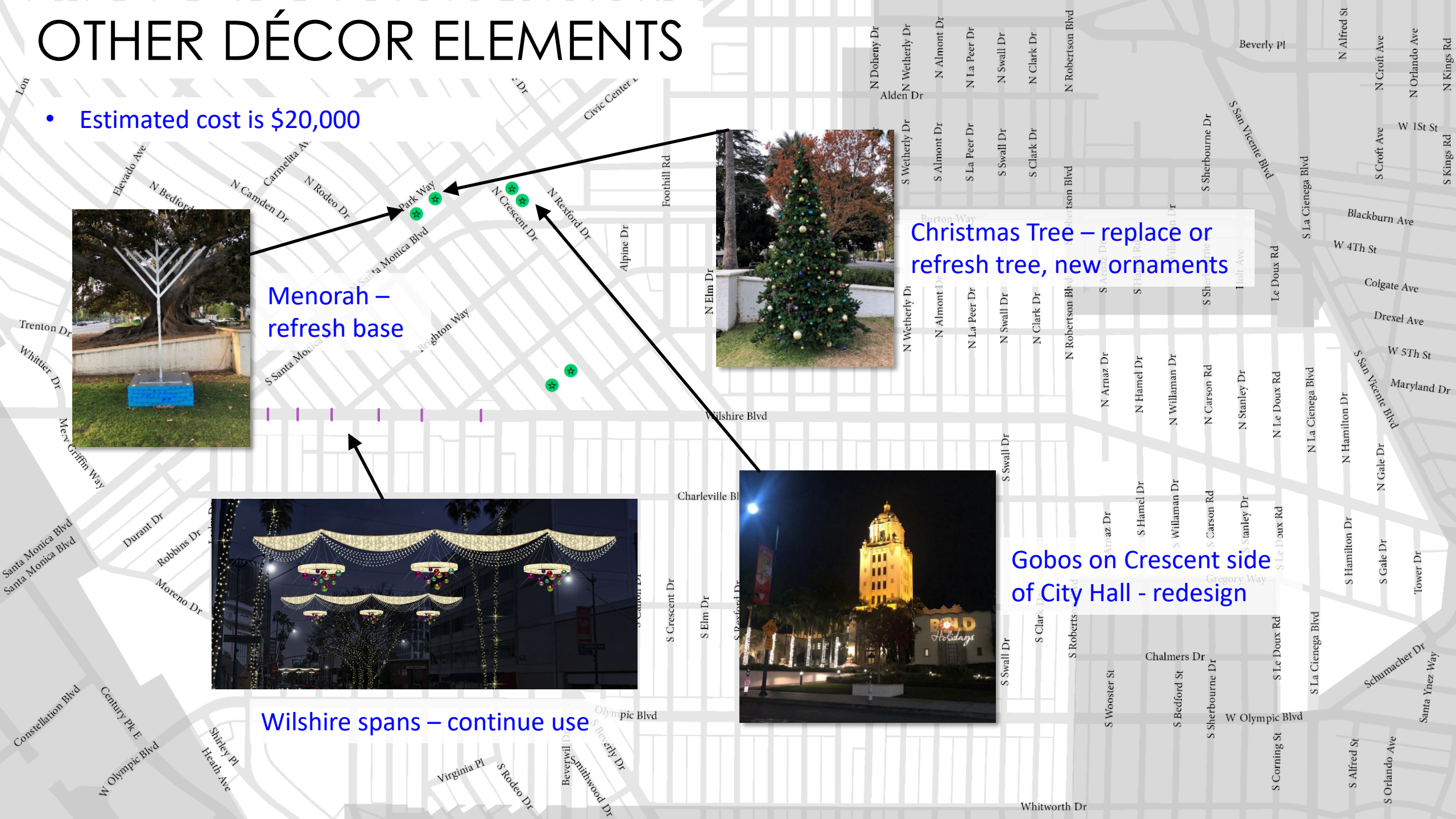
Christmas Tree – replace or refresh tree, new ornaments



Wilshire spans – continue use



Gobos on Crescent side of City Hall - redesign



STREET POLE BANNERS

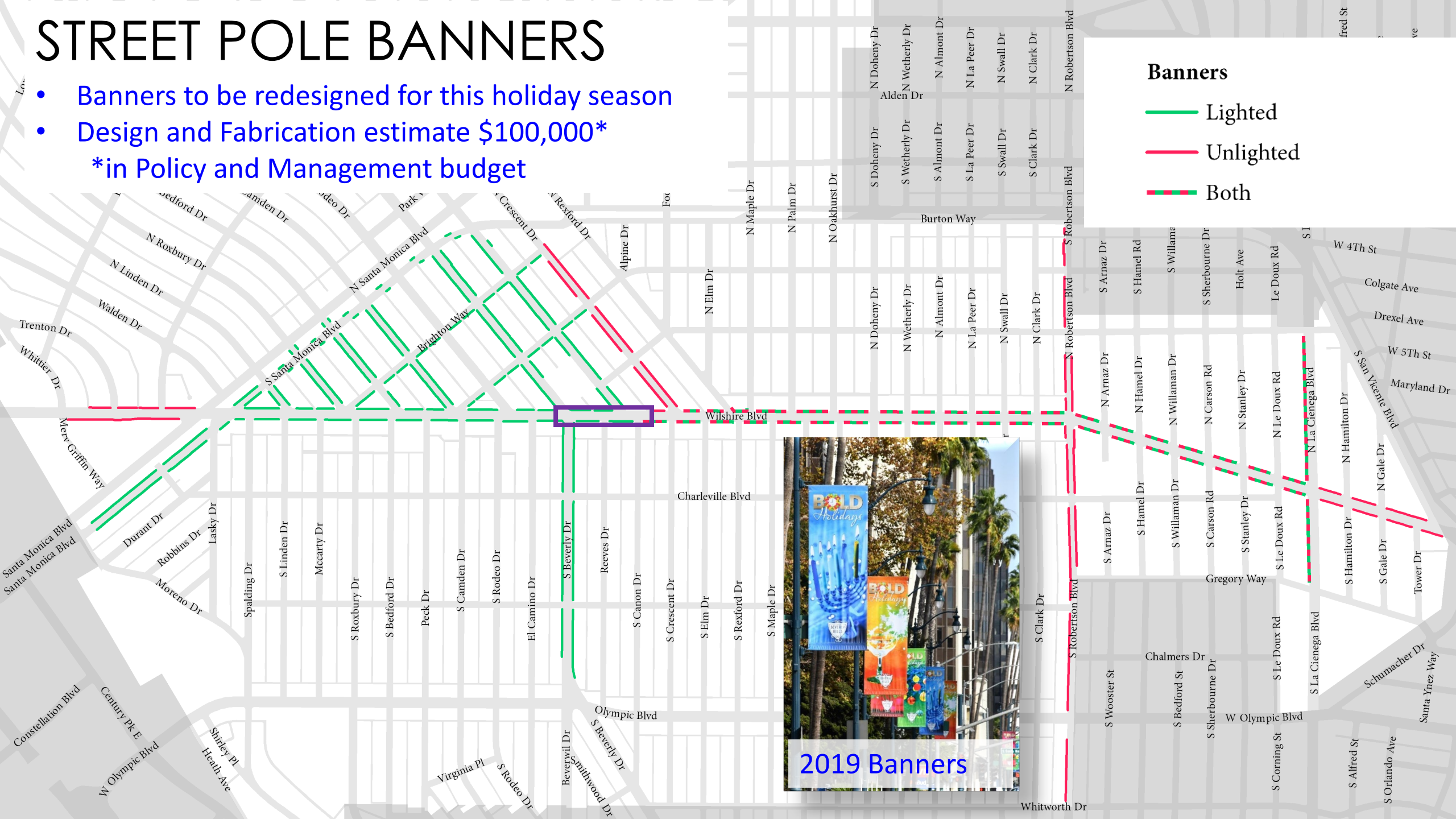
- Banners to be redesigned for this holiday season
- Design and Fabrication estimate \$100,000*
*in Policy and Management budget

Banners

— Lighted

— Unlighted

— Both



2019 Banners

KEY DATES

November 2021						
SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	<u>11</u>	12	13
14	15	16	17	18	19	20
21	22	23	24	<u>25</u>	<u>26</u>	27
<u>28</u>	29	30				

December 2021						
SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
<u>5</u>	<u>6</u>	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	<u>24</u>	<u>25</u>
26	27	28	29	30	31	

January 2022						
SU	MO	TU	WE	TH	FR	SA
						<u>1</u>
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	<u>17</u>	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

H City Observed Holiday

Holiday

Proposed install completion and removal start dates

Santa install completion

FISCAL IMPACT

There is no request for additional funding based on the staff recommendations outlined today, the rough estimates for the replacement items for the 2021 holiday are listed below.

All of these costs have been previously included in the 2021/2022 CIP 635 for Citywide Decorative Lighting and Holiday Decorations, with the exception of the banner design and fabrication which is include in the Policy and Management budget.

Item	Estimate
Santa and Reindeer	\$ 400,000
Beverly Canon Gardens (rental)	\$ 120,000
Street Décor	
La Cienega Tree Décor	\$ 60,000 repair/replace to \$180,000 new
Other Street Décor	\$ 125,000
Columns	\$ 20,000
Other Décor Elements	\$ 20,000
Banners	\$ 100,000* P&M budget
Total:	\$845,000 to \$965,000

RECOMMENDATION

At this time staff recommends that the Liaison direct staff to:

- provide approval for the design and fabrication of new Santa and Reindeer display for installation by December 1, 2021;
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- Provide direction regarding obelisk locations and replacement/refurbishment of columns; and
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