



**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
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/MyCommittee
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)**

**Thursday, January 18, 2024
4:00 PM**

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Request to Consider the Placement of Persian New Year (Nowruz) Street Pole Banners in Beverly Hills for 2024

- 3) Informational Update from Vanity Fair for Post-Academy Awards Event on Sunday, March 10, 2024, including closure of 400 Block of North Crescent Drive, as Part of Three-Year Agreement (2022-2024)
- 4) Request from Allen Media Group for Special Event held at The Beverly Wilshire Hotel including Alleyway Closure on Sunday, March 10, 2024
- 5) Informational Update from Los Angeles Marathon for Special Event Street Closures on Sunday, March 17, 2024 as part of Three-Year Agreement (2023-2025)
- 6) 2023 Citywide Holiday Décor Feedback and Information
- 7) Future Agenda Items
- 8) Adjournment



Huma Ahmed
City Clerk

Posted: January 12, 2024

**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 Hall, including Room 280A is wheelchair accessible.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT
MEMORANDUM

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

FROM: Magdalena Davis, Community Outreach Manager

DATE: January 18, 2024

SUBJECT: Request to Consider the Placement of Persian New Year (Nowruz) Street Pole Banners in Beverly Hills for 2024

ATTACHMENT:

1. City Banner Policy
2. 2023 Artwork from Farhang Foundation with Updated Date

INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive/ Special Events/ Holiday Program Committee of Vice Mayor Friedman and Councilmember Bosse (Liaisons) with a request to consider the installation of street pole banners to commemorate the Persian New Year, known as Nowruz (New Day), celebrated this year on March 19, 2024. Similar to years past, the artwork was provided by the Farhang Foundation.

Nowruz is a secular festival that welcomes the start of Spring and the beginning of the Persian New Year.

The City Council Liaisons are requested to review the artwork with updated year, locations and duration of the banners.

DISCUSSION

For many years, as far back as 2007, the City of Beverly Hills has commemorated Nowruz in a variety of ways, including proclamations, a public display at City Hall, virtual videos during the pandemic, and with street pole banners (Attachment 1).

Nowruz is the Persian New Year, which has been celebrated worldwide for over 3,000 years by people of very diverse communities. Nowruz falls on the first day of the vernal (Spring) equinox, which typically occurs on or around March 21 and marks the first day of the Persian New Year. This year, Nowruz takes place on March 19, 2024. Beverly Hills is home to a significant Persian resident population.

In previous years, the Foundation has provided the City with artwork for the street pole banners without listing the name of the organization or the actual date of Nowruz on the banners, so that these banners can be used for multiple years. In 2023, the date was included with a design provided by the Foundation that featured the text "Women, Life, Freedom", in solidarity with the women of Iran who continue to courageously and peacefully demonstrate for their fundamental human rights. This year, the same artwork is proposed, with the new date of March 19

(Attachment 2). The City typically uses banners for a few years, both to build up familiarity with the look of the event celebrated, and for cost-efficiency.

The number of banners approved was a total of 88 street pole banners that included areas of the Business Triangle, Wilshire Boulevard, La Cienega Boulevard, S. Santa Monica and N. Santa Monica. Additionally, last year one street span banner at the intersection of Wilshire and Santa Monica Boulevard was displayed.

Should the Liaisons approve installing street pole banners for Nowruz, then the following items are for consideration:

- Banner duration: Both street pole banners and street span banners to be placed for one month, from March 1 – April 1, 2024 (Nowruz is on March 19 this year)
- Banner artwork: Same artwork provided by the Farhang Foundation in 2023, with an updated year and including the City Shield (Attachment 2)
- Banner locations:
 - Alternating poles on both sides of the street*
 - Up to (10) banners on Wilshire Boulevard between Maple Drive and Robertson Boulevard
 - Up to (10) banners on Wilshire Boulevard between N. Santa Monica Boulevard and Whitter Drive
 - Up to (10) banners on La Cienega Boulevard between Wilshire Boulevard and Olympic Boulevard
 - Up to (10) banners on S. Santa Monica Boulevard between Wilshire Boulevard and Rodeo Drive
 - Up to (7) banners on N. Canon Drive between Wilshire Boulevard and S. Santa Monica Boulevard
 - Up to (8) banners on N. Beverly Drive between Wilshire Boulevard and S. Santa Monica Boulevard
 - Alternating poles on the North side of the street*
 - Up to (33) banners on N. Santa Monica Boulevard between Wilshire Boulevard and Doheny Drive
 - Street span banner
 - (1) banner across Wilshire and Santa Monica Boulevard

FISCAL IMPACT

Staff has obtained an estimated cost of \$9,182.33 (including tax) for cleaning and date overlays on the existing banners, installation, and removal. For comparison, when new banners were purchased last year, the cost was \$23,576.10, with fabrication being the bulk of that cost.

Funding for this request is available in the Council approved budget for the Policy and Management Marketing budget (48008303-734400).

RECOMMENDATION

Staff requests the City Council Liaisons provide recommendations for the 2024 Nowruz banners. Liaison recommendations will go as a Consent item to Council at the February 6, 2024 meeting.

Attachment 1

CITY OF BEVERLY HILLS POLICY
REGARDING PRIVATELY-OWNED BANNERS AND RIBBONS
ON STREET TREES AND STREET POLES

The City of Beverly Hills owns certain personal property, such as street light poles and other poles located in the public right of way (collectively referred to as “street poles”) from which the City and others occasionally hang decorative banners or banners promoting special events. Additionally, property owners have occasionally draped ribbons around street trees located in public right of way adjacent to their property.

Banners placed on street poles are an important medium for providing notice to Beverly Hills residents, as well as those who work in and visit Beverly Hills, about City-sponsored and City-funded special events. Because of the significant economic benefits gained from tourism, the City has a strong interest in fostering tourism by promoting City-sponsored and City-funded special events and by providing notice of the locations of nonprofit organizations (such as the Beverly Hills Chamber of Commerce and the Beverly Hills Visitor Bureau) that promote tourism and business within Beverly Hills.

By adopting this policy, the City does not intend to create public fora on street poles and street trees. The street poles and street trees are not traditional public fora and the City has never intended to open this property to use by others for communicative purposes, so the street poles and street trees are not designated public fora. As a consequence, the street poles and street trees are non-public fora.

The City wishes to establish a policy that governs the type of privately-owned banners and ribbons that may be affixed to street poles and street trees and the manner in which such items may be affixed. The purpose of these administrative regulations is to implement Beverly Hills Municipal Code Section 10-4-302(a), which prohibits the posting of any private sign, banner, or ribbon on a street pole, street tree or other public property without the permission of the City. Adopting these implementing administrative regulations will ensure that the provisions of Section 10-4-302 are applied in a viewpoint neutral manner and that posting of banners and ribbons will not result in signage clutter that distracts vehicle drivers or has a negative aesthetic impact. This policy does not apply to City-owned banners or ribbons.

Except as provided in this policy, no privately-owned banner or ribbon shall be affixed to a street pole or street tree. Nothing in this policy exempts a person from obtaining City approval before affixing banners or ribbons to City street poles or street trees.

Banners

1. No banner shall be hung from a street tree.

2. No banner shall be hung from any street pole unless that pole has been specifically designed or equipped to accommodate banners.
3. Banners hung from City street poles shall be limited to the following:
 - a. Banners advertising events that satisfy all of the following criteria: (i) are open to the public; (ii) will be conducted on public property within Beverly Hills; (iii) are being sponsored, in part or in full, by the City or the Beverly Hills Unified School District; and (iv) will raise money for a non-profit organization that either provides financial support or free services to the City or the School District.
 - b. Banners advertising events that satisfy all of the following criteria: (i) are open to the public; (ii) are being conducted on private, non-residential, property within Beverly Hills where a non profit organization is the sole occupant; and (iii) are sponsored by that non-profit organization. Such banners shall be hung solely on poles directly adjacent to that property.
 - c. Banners advertising City-sponsored or City-funded special events that satisfy all of the following criteria: (i) are open to the public; (ii) are conducted by a nonprofit organization that promotes tourism or business within Beverly Hills; and (iii) are not a purely commercial enterprise; and (iv) either (a) the proceeds, if any, will directly benefit either a federal, state or local government agency or the non-profit organization conducting the event or (b) the special event will take place on City-owned property and will further a public purpose. "City-sponsored" special event means an event in which the City is a co-sponsor and actively involved in conducting or staging the event. A "City-funded" special event is an event that has received funding of \$15,000 or more from the City.
 - d. Banners demarking the location of a non-profit organization that maintains tax-exempt status under Internal Revenue Code Section 501(c)(3) and whose primary purpose is to promote tourism or business within Beverly Hills.
4. Material and location of banners shall be subject to the review and approval of the City Engineer. Banners that are hung over a street and between two poles on opposite sides of the street shall be no larger than twenty feet (20') wide and four feet (4') high. Vertical banners that are hung from one street pole shall be no larger than three feet, nine inches (3'9") wide and ten feet (10') high. Banners shall not include the logo of a for profit corporation nor indicate sponsorship by any individual or for profit corporation.

5. No decorative flags or any other moving objects may be attached to the ties or cords used to secure banners hung over a street.
6. Banners advertising an event shall be hung no earlier than fourteen (14) days before the event and shall be removed within one (1) business day after the event. If any banner is not removed within this time frame, City personnel shall remove the banner and the owner of the banner shall be billed for the City's costs associated with such removal.
7. Banners shall be removed if they become torn, tattered, faded or are otherwise not maintained in a first class condition.
8. All banners shall be affixed in accordance with safety requirements established by the City Engineer.
9. No banners shall be hung from City street poles during the following dates: November 1st through January 10th annually.
10. For the purposes of this policy, "banner" shall have the same meaning as "flag, banner or pennant" as defined in the Beverly Hills Municipal Code.
11. The City shall limit its review and approval of banners to whether the banners meet the criteria of this policy and whether the posting of the banner would conflict with the scheduled posting of any other banner. The City shall render its decision within thirty days after an application for a banner has been filed.

Ribbons

1. A private property owner may affix a ribbon to a street tree directly adjacent to that owner's property provided that:
 - a. The ribbon is affixed in a manner that does not injure the tree.
 - b. The ribbon is a single color and contains no text.
 - c. No more than one ribbon is affixed to a tree at any one time.
 - d. No street tree shall be draped with a ribbon for more than one week in any six-month period.
2. Ribbons shall be removed if they become torn, tattered, faded or are otherwise not maintained in a first class condition.

3. The City shall limit its review and approval of ribbons to whether the ribbons meet the criteria of this policy and whether the affixing of the ribbons would conflict with the scheduled affixing of any other ribbon. The City shall render its decision within thirty days after an application for a ribbon has been filed.

Attachment 2

Nowruz Banners 2023 Artwork

Provided by the Farhang Foundation

Date will be updated for 2024 to March 19



Street-pole banners

MARCH 20
**WELCOMING
NOWRUZ**
IRANIAN NEW YEAR



Street-span banner



Item 3



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

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

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: January 18, 2024

SUBJECT: Vanity Fair for Post-Academy Awards Event on Sunday, March 10, 2024, including closure of 400 Block of North Crescent Drive, as Part of Three-Year Agreement (2022-2024)

ATTACHMENTS:

1. Letter of Request from Vanity Fair
2. Local Merchants, Restaurants and Hotels Utilized by Vanity Fair
3. Letter of Support from the Wallis Annenberg Center for the Performing Arts

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee (Liaisons) are requested to review a request from Vanity Fair to hold the Vanity Fair Post-Academy Awards Event in Beverly Hills on Sunday, March 10, 2024. Similar to previous years, City staff will administratively approve structural and traffic control plans, issue permits, and continue to work with Vanity Fair to coordinate all logistical details for this event. A special event permit is required per Beverly Hills Municipal Code: Section 4-8-1. Liaisons are requested to formally approve the street closure of the 400 block of North Crescent Drive from Tuesday, February 27, 2024, through Thursday, March 14, 2024. It is important to note that on December 7, 2021, Vanity Fair was granted full support from the City Council for approval of a three-year commitment to hold this event (2022-2024). This report serves as an informational item for the event, and formal approval of its specific 2024 street closure dates.

If approved by Liaisons, staff will take this item to the formal Council meeting on February 6, 2024, for full approval.

DISCUSSION

Vanity Fair's Annual Post-Academy Awards Party has been a prestigious, high-profile event for over 25 years, with the last eight occasions held in Beverly Hills on Crescent Drive between City Hall and the Wallis Annenberg Center for the Performing Arts (the Wallis). Utilizing Crescent Drive, the event organizers have constructed an elegant, secure tented area that attracts an average of 1,000 - 1,200 high-profile attendees over the course of the evening. The guests include Oscar winners and nominees, celebrities, politicians, and dozens of national and international media outlets.

The event, subsequent street closures, and unique usage of City facilities was approved for a three-year agreement by the City Council, starting in 2022. The 2024 event, like previous years, requires a two-week street closure of the 400 block of North Crescent Drive, use of

additional streets in the city such as Civic Center Drive and Foothill Road, Crescent garage, as well as the north parking lot of City Hall for build-out and event preparations. On the weekend of the event, a complete buyout of the Crescent garage, lighting City Hall's Crescent courtyard, and Municipal Gallery are requested as well. The event also includes use of the Wallis; the agreement with the Wallis is managed separately by the Wallis Board of Directors and staff.

As proposed, the event will require street closure of the 400 block of North Crescent Drive between North Santa Monica and South Santa Monica Boulevards, inclusive of setup and tear down, Tuesday, February 27, 2024, through Thursday, March 14, 2024. Extended lane closures including South Santa Monica Boulevard, North Santa Monica Boulevard, and full lane closures of the 400 block of North Canon Drive only on Sunday, March 10, 2024, which will be used for arrivals and departures of guests.

Vanity Fair prioritizes the City's safety-first approach and as such, all road closures will be subject to review and approval of a professional traffic control plan by the City's Transportation Division and Police Department. Additionally, all permits including temporary structure, tent, generator, and film permits will be reviewed and approved by City staff from many departments and divisions including Community Development, Police, Fire, Public Works, and Parking Services.

Since the event has been held here, the Vanity Fair crew and guests stay in Beverly Hills hotels, support local businesses and patronize restaurants in the City during the build and event preparation. Attachment 2 details the local businesses that Vanity Fair has utilized over the years, with a commitment to continue to support our businesses again in 2024.

NOTIFICATION, MARKETING, AND PARTNER SUPPORT

Notifications will be a team effort between the City and Vanity Fair. Event producers will send out Letters of Notification to all businesses and residents affected by the large-scale event. Local churches along North Santa Monica Boulevard will be notified regarding the event day specifically so that they may pass along information to congregation members ahead of Sunday, March 10, 2024. It should be noted that this event takes place the weekend before the Los Angeles Marathon (Sunday, March 17, 2024). Any notifications will be made well in advance and specific to closure activity. Event producers will work with Public Works Transportation Division to notify Metro Busses and Tour Busses to coordinate alternate routes.

The City will send out Nixle alerts, Citywide Announcements, post on all social media platforms and will place ads in local papers notifying the Beverly Hills community of street and sidewalk closures as well as maintain an event webpage providing the public with the most up to date information and man a hotline number.

The Vanity Fair Post Academy Awards event is a highly publicized and broadcasted event throughout national and international press and media. Previous coverage of the party, both in the papers as well as on social media, has included hundreds of references to Beverly Hills, City Hall, and the Wallis.

FISCAL IMPACT

All expenses related to the event are the responsibility of Vanity Fair including, but not limited to: City permits, street closure and/or use fees, City personnel, event fees, Crescent Garage fees, use of the Municipal Gallery and any other associated costs related to the event. All fees will be charged based on the current fiscal year 2023/24 fee schedule.

In the current three-year agreement, the street rental cost from the fee schedule has been charged for “Commercial Locations, Non-Resident, 25-30 Hours”. This flat rate of \$23,787 under their existing three-year term agreement (2022-2024) will be charged in addition to all personnel and permit fees.

The City’s Risk Manager recommends General Liability Insurance in the amount of no less than \$2 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured as a requirement to be provided by Vanity Fair.

RECOMMENDATION

Staff request Liaisons to formally approve the street closure of the 400 block of North Crescent Drive from Tuesday, February 27, 2024 through Thursday, March 14, 2024 as well as the street closure flat fee of \$23,787.

If approved by Liaisons, staff will take this item to the City Council meeting on February 6, 2024, for full approval.

Attachment 1

VANITY FAIR

1 World Trade Center, New York, New York 10007

To: The Honorable Mayor, Beverly Hills Council & the City of Beverly Hills
From: Sara Marks, Director of Special Projects, Vanity Fair

1.09.2024

Firstly, we would like to say thank you to The Honorable Mayor, Beverly Hills Council & the City of Beverly Hills for all their help with the 8 years we have hosted our Academy Award Dinner and Post Party. Each year has been very successful, and it wouldn't have happened without the participation of all the different divisions of City Hall that we have had the pleasure of working with.

The format and timing will not change unless the network changes the time of the show which they have announced will begin half an hour earlier. Vanity Fair's Academy Award event would take place on Sunday, March 10th, 2024 from approximately 4:00pm – 2:00am.

As a recap Vanity Fair's Academy Award Event consists of a small viewing dinner followed by a reception for 800-1000 guests whose arrivals are staggered over the course of the evening. Each guest that attends has a time coded admission card/parking pass.

We would use the same location: N Crescent Drive between Santa Monica Blvd and S. Santa Monica Blvd / Burton Way and again would incorporate the City Hall gardens adjacent to this space and create a custom lighting plan for the main City Hall building as viewed from this location. We will again use part of The Wallis Annenberg Center for the Performing Arts. In addition, Evan Funke who was our chef last year, will again work with us and we are very happy that has opened his restaurant in Beverly Hills.

We will, as we have done in previous years, work very closely with all those at the City of Beverly Hills who are involved with this project.

Our estimated dates for the street closure of Crescent for 2024 would be as follows: 2024 – 10:00pm Monday 26th February – 10:00pm Thursday 14th March
2025 – To be determined once we have the date

As in previous years we will contact all those on the distribution list (local merchants, residents, churches and any additional organizations that are necessary) and ensure that they are made aware of the street closure activities which may occur during the time frame for that particular year. As we get closer to the night of the event, we will also distribute a reminder notification letter to all necessary.

We have found an ideal location for our event and we look forward to continuing our relationship with the City of Beverly Hills for many more years to come.

And lastly, we will as much as possible use as many of the businesses we can within Beverly Hills. We have already made an agreement to use the Four Seasons Beverly Wilshire Hotel

Sincerely,

Sara Marks

Sara Marks
Director of Special Projects
Vanity Fair
Tel: 860-514-3383

Attachment 2

LOS ANGELES:
6300 Wilshire Boulevard
Los Angeles
Tel: (323) 965-3400

LONDON:
Vogue House, 1 Hanover Square
London W1R 0AD, England
Tel: 44-207-499-9080

PARIS
Place du Palais Bourbon
75343 Paris Cedex 07
Tel: 33 44 11 78 52

VANITY FAIR

SARA MARKS

DIRECTOR OF SPECIAL PROJECTS

Local Merchants that both the Vanity Fair Crew and our Guests have used/worked with whilst we are in Beverly Hills and providing, they are all open plan on using in 2024: -

Alo Yoga
Al's Newsstand
Avra Estiatorio
Bank of America
Beverly Hills Market & Deli
Beverly Hilton Hotel
Beverly Wilshire Four Seasons Hotel
Bluebottle
CH Carolina Herrera
Chaumont
Cos
Crate & Barrel
Crustacean
CUT @ Beverly Wilshire
CVS Pharmacy
Da Pasquale Trattoria
Diptyque
Dry Bar
E.Baldi Restaurant
Edelweiss Chocolates
English Rabbit
Euro Cafe
Fountain Bar & Polo Lounge at The Beverly Hills Hotel
Four Seasons Hotel
Funke Restaurant
Garfield Pharmacy
Giorgio Armani
Heritage Fine Wines
Hermes
Il Fornaio
Il Pastaio
Intermix
Jack Colker's 76 Gas Station
Jimmy John's
Kelly's Coffee & Fudge Shop
Laduree
La Dolce Vita
La Scala
Lawry's The Prime Rib
Mastros
Matsuhisa

CONDÉ NAST

1 World Trade Center, 25th Floor, New York, NY 10007 – DIRECT LINE: (212) 286-7624 – E MAIL: SMARKS@VF.COM

LOS ANGELES:
6300 Wilshire Boulevard
Los Angeles
Tel: (323) 965-3400

LONDON:
Vogue House, 1 Hanover Square
London W1R 0AD, England
Tel: 44-207-499-9080

PARIS
Place du Palais Bourbon
75343 Paris Cedex 07
Tel: 33 44 11 78 52

VANITY FAIR
SARA MARKS
DIRECTOR OF SPECIAL PROJECTS

PAGE TWO

Local Merchants that both the Vanity Fair Crew and our Guests have worked with / used during the time we have been in Beverly Hills: -

Mr. Chow
MiniLuxe Beverly Hills
Mulberry Street Pizza
Nate 'n Al
Neiman-Marcus
Nespresso
Nua
Paper Source
Pavilions
Peninsula Hotel
Pioneer Hardware Store
Prada
Ralph Lauren
Rite Aid
Saks Fifth Avenue
Sixty Beverly Hills

Spago
Stuart Weitzman
Sugar Fish
Sunglasses Hut
Super Care Drugs
The Beverly Hills Hotel / The Fountain & The Polo Lounge
The Cheesecake Factory
The Farm of Beverly Hills
The Grill on the Alley
The Hideaway
The Honor Bar
The Maybourne Hotel
The Terrace @ The Maybourne Hotel
The Palm Restaurant
The Print Center
The Roof Top by JG
The Waldorf Astoria
Tiffany & Co.
T-Mobile
Tod's
Urth Caffee
Via Allora

CONDÉ NAST

1 World Trade Center, 25th Floor, New York, NY 10007 – DIRECT LINE: (212) 286-7624 – E MAIL: SMARKS@VF.COM

LOS ANGELES:
6300 Wilshire Boulevard
Los Angeles
Tel: (323) 965-3400

LONDON:
Vogue House, 1 Hanover Square
London W1R 0AD, England
Tel: 44-207-499-9080

PARIS
Place du Palais Bourbon
75343 Paris Cedex 07
Tel: 33 44 11 78 52

VANITY FAIR

SARA MARKS
DIRECTOR OF SPECIAL PROJECTS

PAGE THREE

Wally's Vinoteca
Wally's Wine Store
Whole Foods

HOTELS BEING USED FOR OSCARS IN 2024

Four Seasons Beverly Wilshire (300+ Room Nts)

Guests will stay at: The Peninsula, The Waldorf Astoria,
The Maybourne, The Four Seasons on Doheny The Beverly Hills Hotel,
The Sirtaj & Sixty Beverly Hills.

HOTELS USED FOR OSCARS IN 2023

The Maybourne Hotel (300+ Room Nts)

Guests stayed at: The Peninsula, The Waldorf Astoria,
The Four Seasons Regent Beverly Wilshire, The Four Seasons on Doheny
The Beverly Hills Hotel, The Sirtaj & Sixty Beverly Hills.

CONDÉ NAST

1 World Trade Center, 25th Floor, New York, NY 10007 – DIRECT LINE: (212) 286-7624 – E MAIL: SMARKS@VF.COM

Attachment 3

THE WALLIS

January 9, 2024

To: The Honorable Mayor and Beverly Hills City Council

From: Robert van Leer, Executive Director & CEO
Wallis Annenberg Center for the Performing Arts

On behalf of the Board of Directors and Staff of the Wallis Annenberg Center for the Performing Arts, we would like to extend our enthusiastic support to the Mayor and City Council for Condé Nast and Vanity Fair's annual 2024 Academy Awards Party at The Wallis and on N. Crescent Drive.

In addition, we fully support Vanity Fair's 2025 event and any future requests of endorsement in conjunction with the City of Beverly Hills.

As a non-profit organization and a vital part of the City of Beverly Hills' cultural fabric, The Wallis benefits greatly from the revenue and exposure of the highly publicized event through international and national press and media. Festivities of this stature will only underscore Beverly Hills' status among the most notable and desirable destinations in the world.

We look forward to welcoming Vanity Fair's team and guests back to the Wallis Annenberg Center for the Performing Arts.

Sincerely,

A handwritten signature in black ink, appearing to read 'R van Leer', with a horizontal line underneath.

Robert van Leer
Executive Director & CEO
Wallis Annenberg Center for the Performing Arts

CC: Sara Marks, Vanity Fair

Item 4



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

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

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: January 18, 2023

SUBJECT: Request from Allen Media Group for Special Event held at The Beverly Wilshire Hotel including Alleyway Closure on Sunday, March 10, 2024

ATTACHMENTS:

1. Letter of Request from Allen Media Group
2. Letter of Support the Beverly Wilshire Hotel
3. Event Layout

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive/Special Events /Holiday Program Committee (Liaisons) are requested to review a request from the Allen Media Group for approval of an active alleyway closure and South Rodeo Drive lane use associated with the Byron Allen Oscar Gala scheduled for Sunday, March 10, 2024. City staff will administratively approve structural and traffic control plans, issue permits, and continue to work with Allen Media Group and the Beverly Wilshire Hotel to coordinate all logistical details for this event. A special event permit is required per Beverly Hills Municipal Code: Section 4-8-1.

If Liaisons approve, staff will take this item to the City Council meeting on February 6, 2024 for full approval.

DISCUSSION

The Allen Media Group is seeking approval of an active alleyway closure for a private Oscar Gala event to be held at the Beverly Wilshire Hotel on Sunday, March 10, 2024. The proposed Beverly Wilshire Hotel south alleyway closure runs east to west off of South Rodeo Drive, and continues north to south of Charleville Boulevard. Previous closures of this alleyway for this event were conducted by the same organizer since 2019 with no safety issues reported in any year.

City Departments will continue to work with the Allen Media Group representatives along with the Beverly Hills Police Department and a professional traffic control company to establish traffic control plans to ensure the safety of all in attendance and mitigate any potential impacts the closure may have.

The requested alleyway closure is from Saturday, March 9, 2024 at 10:00pm through Monday, March 11, 2024 at 12:00 pm. The alleyway will be used for a step and repeat background, red carpet area, guest arrivals, and a tent covering the stretch of the alleyway. With 450 prominent guests expected to attend, including many notable attendees, additional space not currently existing at the hotel would be made available by the alleyway closure.

Additional parking meters on South Rodeo Drive will be utilized for Oscar Gala guest drop-offs. Pick-ups for guests would be through the normal valet operations of the Beverly Wilshire Hotel. Given feedback from previous alleyway closures, a section of parking meters on Charleville from South Rodeo Drive to the alleyway opening will be utilized to queue limo/cars, minimizing traffic and residential impacts.

The southbound lane of South Rodeo Drive will not be affected, nor will the adjacent streets of Wilshire Boulevard, Charleville Boulevard, or El Camino Drive. The reception portion of the event will take place inside the Beverly Wilshire Hotel Ballroom. Only arrivals, red carpet and press area will take place outside in the alleyway underneath the tent, the rest of the event elements will be contained within the hotel. The Beverly Hills Police and Fire Departments will staff the event for safety and traffic control purposes. Safety is always the City's top priority, therefore, the proposed road closure will be subject to submittal, review, and approval by the City's Transportation Division and Police Department.

All adjacent businesses and private garages along the alleyway behind the Beverly Wilshire Hotel will be closed to traffic. Event organizers have ensured that the neighboring businesses will not be open for business on Sunday, March 10, 2024, and therefore will not be impacted during this special event. The applicant will issue the required notifications for every business and resident within 1,000 feet of the alleyway closure five days prior to the event, and secure the proper permits required for the event at their expense.

NOTIFICATION, MARKETING, AND PARTNER SUPPORT

Notifications will be a team effort between the City and the Allen Media Group. Event producers will send out Letters of Notification to all businesses and residents affected by the active alleyway closure.

FISCAL IMPACT

All expenses related to the event are the responsibility of the Allen Media Group including, but not limited to: City permits, street closure and/or use fees, City personnel, event fees, and any other associated costs related to the event. All fees will be charged based on the current fiscal year 2023/24 fee schedule.

The City's Risk Manager recommends General Liability Insurance in the amount of no less than \$2 million dollars (per occurrence), naming the City of Beverly Hills as an additional insured as a requirement to be provided by the Allen Media Group.

RECOMMENDATION

Staff requests approval from City Council Liaisons regarding approval of an active alleyway closure and South Rodeo Drive Lane use associated with the Byron Allen Oscar Gala scheduled for Sunday, March 10, 2024.

If approved, City staff will bring the proposal to the full City Council for approval at the February 6, 2024 meeting.

Attachment 1



Dear Honorable Mayor and City Council of Beverly Hills,

Once again, Allen Media Group [Byron Allen and Carolyn Folks] is exploring our OSCAR GALA to benefit CHLA at the Beverly Wilshire, on Sunday 10 March [Oscar night] 2024.

We have not made a final decision, but we are Meeting internally, and with the Motion Picture Television Fund for a potential partnership in the charity event.

We respectfully request permission to once again utilize the alleyway behind the Beverly Wilshire Hotel, just off Rodeo Drive, south of Wilshire Blvd. for our red carpet entry. Like years before, our event is an invited guest list ONLY, and its primary purpose is to raise awareness and donations for Children's Hospital Los Angeles - for whom we have raised \$1.2 and \$1.6 million dollars for, during our Oscar viewing dinner event.

The event will begin at approximately 2pm when our executive, social and celebrity guests arrive on the red carpet. The evening will continue inside for the Academy Award telecast viewing and then the night will conclude with a private concert at 11pm.

Again, all proceeds to benefit CHLA. This event has routinely received significant press and publicity for CHLA and the City of Beverly Hills. Our goal is to always showcase our community as a leader in elegant events with esteemed attendees. We will have clips of the event on our AMG media platforms and our press team is securing local and national media so that Beverly Hills and the Beverly Wilshire Hotel are featured in the leadership position to the world.

Below is an overview of the event and our need for the use of only the alleyway behind the Beverly Wilshire.

Our Production team has photos of how we have positioned our red carpet and also how we have clear-tented the space for the events 450 invited guests.

We cover the entire alleyway Guest drop-off on South Rodeo Drive Valet parking at the Beverly Wilshire Hotel Alley closure for set up:

-Saturday 9 March 10pm [approx] Alley closure for event:

-all day Sunday 10 March Alley closure for breakdown:

-Monday till noon [approx]

- Event management: Mindy Weiss Events

We look forward to working with the City Council and the Beverly Hills Police Department once again to stage this wonderful tradition. Our colleagues at Children's Hospital are delighted that we are considering hosting the fundraiser once again. We will direct our guests to test negatively for Covid to continue a conscious effort to keep everyone healthy.

Should we decide to execute the project within the next two weeks we would like to make sure that we are within your permitting approval window.

Thank you very much, and we do appreciate your consideration and partnership once again.

Most sincerely, Dick Roberts

Dick Roberts
Executive Vice President, Brand Marketing & Corporate Synergies

Allen Media Group
1925 Century Park E. #1000
Los Angeles, CA 90067

Attachment 2



Jan 11, 2024

To Whom It May Concern,

The Beverly Wilshire approves utilizing the alleyway behind the hotel, off Rodeo Drive, for the Red-Carpet arrivals of attendees for the Byron Allen Oscars Viewing Party on Sunday, March 10, 2024.

We believe this unique red-carpet arrival would again be beneficial for the city of Beverly Hills for the entertainment and luxury value. This event space has been an important component in attracting other such events to the city.

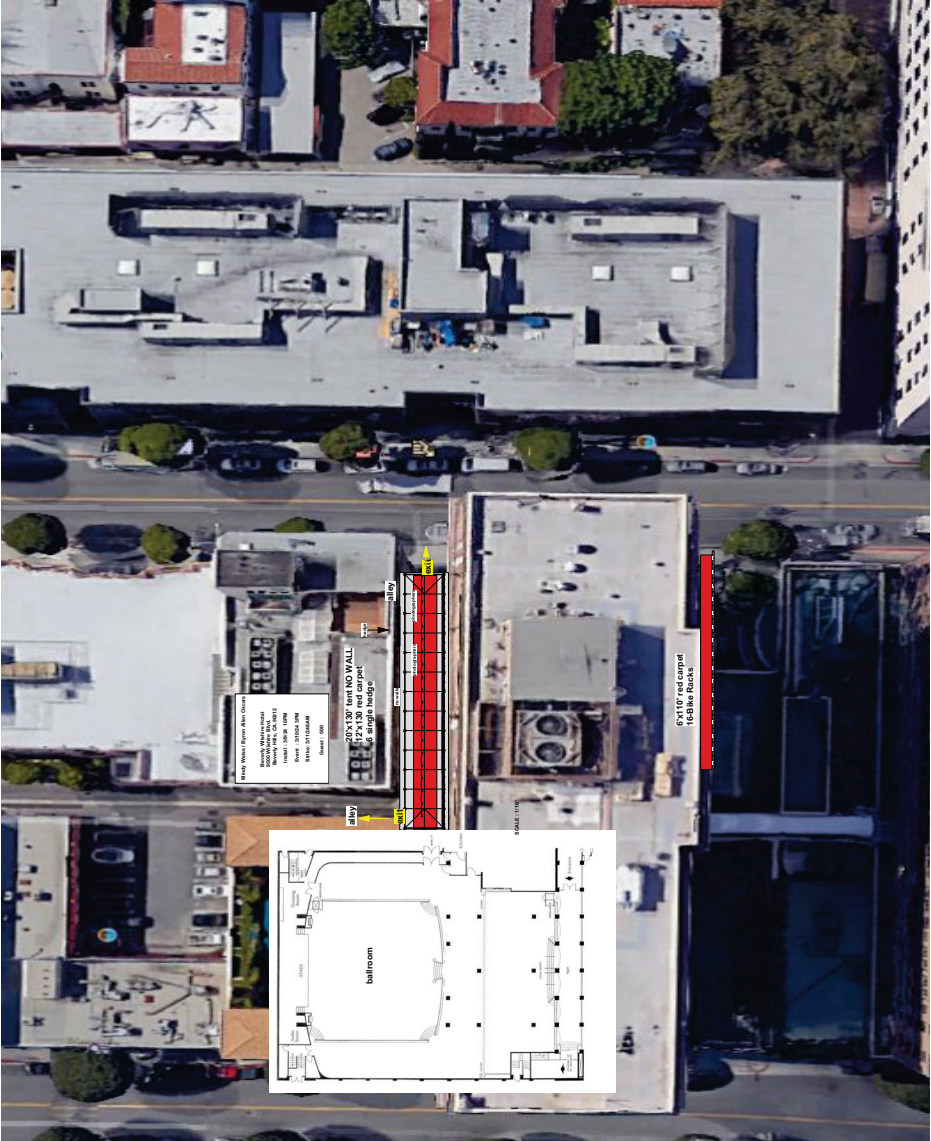
Please contact me with any questions or concerns.

Many thanks,

A handwritten signature in black ink, appearing to be 'Mark Anderson', written in a fluid, cursive style.

Mark Anderson
Catering Sales Manager
o:310-858-2377 / m:310-594-1825

Attachment 3



Item 5



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

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

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: January 18, 2024

SUBJECT: Los Angeles Marathon Special Event Street Closures on Sunday, March 17, 2024 as Part of Three - Year agreement (2023-2025)

ATTACHMENTS:

1. Letter of Request from Los Angeles Marathon
2. 2024 Los Angeles Marathon Course Map

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee (Liaisons) are requested to review a request from The McCourt Foundation (TMF) for approval of street closures for the 2024 Los Angeles Marathon (LA Marathon) event on Sunday, March 17, 2024. Similar to previous years, City staff will administratively approve all traffic control plans, issue permits, and continue to work with TMF to coordinate logistical details for this event. A special event permit is required per Beverly Hills Municipal Code: Section 4-8-1. It is important to note that on January 12, 2023, the Los Angeles Marathon was granted full support from the City Council for approval of a three-year commitment to hold this event (2023-2025). This report serves as an informational item for the event, and formal approval of its specific 2024 street closure date.

If approved by Liaisons, staff will take this item to the City Council meeting on February 6, 2024, for full approval.

DISCUSSION

The 39th Annual Los Angeles Marathon “Stadium to the Stars” is scheduled for Sunday, March 17, 2024 from 7am – 3pm. The participants will have the opportunity to view some of the most iconic landmarks in the world as the 26.2 mile race route journeys through Downtown Los Angeles, Little Tokyo, West Hollywood, Beverly Hills and ends at Avenue of the Stars. This year’s route will continue to include Rodeo Drive in the City of Beverly Hills. The route will allow participants to enjoy a colorful and interactive experience close to hotels, transportation, shopping, and dining areas.

Race participants will be routed through the City of Beverly Hills past City Hall, down Rodeo Drive, and through the Historic Route 66 (North Santa Monica Blvd). Based on feedback and reports from past marathons, the event is considered one of the most well-attended races in Southern California with over 25,000 participants. As in years past, City staff will work closely with LA Marathon organizers to limit the impact on residents and businesses and ensure streets are opened no later than 1:00 pm in Beverly Hills on a rolling basis.

The LA Marathon is committed to taking all necessary steps to promote greater environmental approaches throughout the racecourse. Applying green initiatives that reduce waste, promote sustainable and responsible consumption to support local communities. All water stations will have large tanks that can refill water bottles or paper cups and reduce the use of single-use plastic water bottles. Compost, recycle and even Heatsheet bins will be labeled and available with the goal to divert as much waste as possible from the landfill.

ROUTE AND SCHEDULE

The LA Marathon will take place on Sunday, March 17, 2024, with street closures in the City from 5:00 am - 1:00 pm. The street closures will be the same as in years past which include portions of Doheny Drive, Burton Way, South Santa Monica Boulevard, Rodeo Drive, Wilshire Boulevard, and North Santa Monica Boulevard.

While the finish line itself is in Century City, traffic detours on South Santa Monica Boulevard at Moreno Drive and North Santa Monica Blvd at the western border of the City will impact the City. When streets reopen at 1:00pm, additional traffic control resources, including Police Officers and Public Works personnel will be deployed to assist with impacted intersections. They will assist in managing the detour until the roads are allowed to fully open in our neighboring cities at approximately 6:00pm. City traffic control resources may be necessary until 6:00 pm at the west border of the City to help with traffic control. All streets will be fully open in Beverly Hills by 1:00pm. All residences and businesses will be accessible during the closures.

In addition, the Marathon organizers estimate that there will be approximately 1,500 “Students Run LA” participants. These students begin training in August and will celebrate their successful completion at Beverly Hills High School immediately after finishing the race.

NOTIFICATION, MARKETING, AND PARTNER SUPPORT

The route for March 17, 2024, is the same as it has been the last few years. Notifications are a team effort between TMF and the City. The City will send out Nixle alerts, Citywide Announcements, post on all social media platforms and will place ads in local papers notifying the Beverly Hills community of street and sidewalk closures as well as maintain an event webpage providing the public with the most up to date information and man a hotline number. Multiple widespread notifications will be provided throughout the city, which will include information for residents, businesses, churches and temples along the race route.

The LA Marathon will continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives. Rodeo Drive is highlighted as a landmark on the 2024 Course Map (Attachment 2). In previous years, the LA Marathon's website and marketing materials have featured Beverly Hills (sites to visit such as Rodeo Drive) including links to the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau (CVB) websites. In the past, both the Beverly Hills Conference & Vistors Bureau and the Beverly Hills Chamber of Commerce have supported the event but must get board approval prior to issuing letters of support. Both meetings will be held at the end of January 2024. TMF is hopeful that once again, they will both provide letters of support prior to the City Council meeting.

Extensive broadcast coverage of the LA Marathon will be provided through local Channel 5 KTLA, as well as KTLA +, Apple TV, Roku, and Firestick streaming services. International streaming services include KTLA.com International, and YouTubeTV.

FISCAL IMPACT

Operating as a nonprofit 501(c)(3), TMF would receive, according to the City’s Schedule of Fees, a nonprofit rate on the street closures for the event, as it benefits local health-related causes and programs throughout the Greater Los Angeles Area.

All expenses related to the event are the responsibility of the Los Angeles Marathon event organizers including, but not limited to: City permits, street closure and/or use fees, City personnel, event fees, costs for noticing residents and businesses, as well as all equipment needed to safely close the street, including advanced message boards for traffic and residents. All fees will be charged based on the current fiscal year 2023/24 fee schedule.

TMF, which is on a mission to help find a cure for neurological diseases will be submitting for Charitable Solicitations and will follow the conditions on the Charitable Solicitations permit. Since the nonprofit partnership began, TMF has raised over \$66 million to benefit over 90 nonprofit partners.

The City’s Risk Manager recommends General Liability Insurance in the amount of no less than \$2 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured as a requirement to be provided by TMF.

RECOMMENDATION

Staff requests Liaisons to formally approve the street closures of Doheny Drive, Burton Way, South Santa Monica Boulevard, Rodeo Drive, Wilshire Boulevard, and North Santa Monica Boulevard on Sunday, March 17, 2024 from 5am – 1pm to safely hold the 39th Annual Los Angeles Marathon “Stadium to the Stars”.

If approved by Liaisons, staff will take this item to the City Council meeting on February 6, 2024, for full approval.

Attachment 1



January 11, 2024

Vice Mayor Friedman
Councilmember Bosse
Council Liaisons
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Councilmembers:

I hope this letter finds each of you well.

The 2023 Los Angeles Marathon was safely conducted, and the event production went off without any issues including operations at our third-year finish line on Santa Monica Blvd. and Avenue of the Stars. On behalf of all involved, thank-you for the City's continued support and enthusiasm for the Los Angeles Marathon. For 14 years now, we have developed and maintained an outstanding relationship with the city's team in Beverly Hills. This relationship has been based on trust, hard work, problem solving, and commitment to the Beverly Hills community and our participants. We would like to continue this outstanding track record of success in 2024 and beyond.

The 2024 edition will be the 39th Annual Los Angeles Marathon. While not yet back to normal numbers, the 2023 race enjoyed a nice bounce-back from the COVID disruption with a little over 18,000 finishers. This year's registration is tracking for about 20,000 finishers.

The 2024 Marathon date is March 17, 2024. The race course, including the section through Beverly Hills, the race start time, and timing of the race traversing Beverly Hills are exactly the same as the 2023 Marathon. No Changes. Our community outreach program to Beverly Hills residents and business will also be the same as last year supplemented by any additional requests from city staff.

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the Marathon experience. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national, and international spotlight for Beverly Hills' signature style and renowned businesses. Rodeo Drive is routinely and overwhelmingly voted "Favorite Landmark" by participants over the entire 26.2-mile course, and one of the driving factors many choose to participate in the Marathon. The Beverly Hills section is always a point of media focus for our directed media.

The Marathon annually raises around \$4M to support mostly local causes. Last year the Marathon donated \$1M+ in goods and services to grade school and high school programs through our partnerships with LAUSD and Students Run LA. The McCourt Foundation is a 501(c) 3 nonprofit with the mission striving to cure neurological diseases while empowering communities to build a healthier world.

To further support our City partners, we are working, and will continue to work with, the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions in our broadcast programming through our partnership with KTLA, and to our entire database and online social community. As proud members of the Chamber, we will continue to expand that relationship and provide opportunities to increase visibility of local businesses and offer a point of economic development.

Thank you for your tremendous support in making the 2023 Los Angeles Marathon a huge success. We look forward to further build on our partnership and its successful future!

Sincerely,

A handwritten signature in black ink, appearing to read 'MR', with a long horizontal stroke extending to the right.

Murphy Reinschreiber
Chief Operating Officer

Cc: Howard Sunkin

Attachment 2



LOS ANGELES MARATHON

PRESENTED BY **asics**

COURSE MAP

Run Course Electrolit & Water Provided by LADWP

Mile Mark Gu Gel

Turn Around Keck Medicine of USC Medical Tent

Finish Line FINISH FESTIVAL

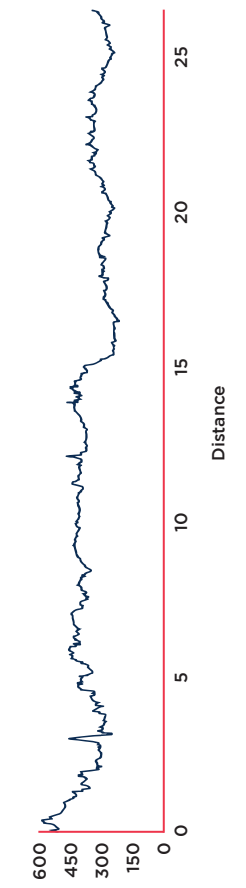
Landmark



Water provided by LADWP through the use of water monster tanks to help us reduce plastic on course.



ELEVATION



LANDMARKS

- | | | | |
|----|---------------------------------|----|---------------------------|
| 1 | Dodger Stadium | 15 | Grauman's Chinese Theater |
| 2 | Chinatown Dragon Gate | 16 | Chateau Marmont |
| 3 | Olvera Street | 17 | Whisky A Go Go |
| 4 | Los Angeles City Hall | 18 | The Troubador |
| 5 | Little Tokyo | 19 | Beverly Hills City Hall |
| 6 | Cathedral of our Lady of Angels | 20 | Rodeo Drive |
| 7 | Dorothy Chandler Pavilion | 21 | Historic Route 66 |
| 8 | Echo Park Lake | | |
| 9 | Barnsdall Park | | |
| 10 | Pantages Theater | | |
| 11 | Capitol Records Tower | | |
| 12 | Hollywood & Vine | | |
| 13 | Hollywood Walk of Fame | | |
| 14 | Musso & Frank Grill | | |

Item 6



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

DATE: January 18, 2024

SUBJECT: 2023 Citywide Holiday Décor Feedback and Information

ATTACHMENTS: 1. Presentation

Introduction

This item provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Vice Mayor Friedman and Councilmember Bosse (Liaisons) with feedback and information about the City's completed 2023 Holiday Décor Program.

Discussion

Each year the City sponsors a signature Holiday Décor Program designed to create traditions, celebrate the season, and attract visitors from around the region to shop, dine and stay in Beverly Hills. This report provides a summary of the 2023 décor including details about décor lifespan, feedback received and general recommendations for 2024 décor.

2023 Décor Recap

In 2023 the Citywide décor included the following:

- Warm white lights throughout the business district
- Street pole banners, signage and flyers/postcards (*new design in 2021*)
- Christmas Tree (*new in 2022*) and Menorah (*new base in 2022*) at Lily Pond
- Lights on the Lily Pond Show (*new in 2021, new program each year, included new audio equipment and ripple maker in 2023*)
- Street spans on N. Cañon (*new in 2021*)
- Street spans on Wilshire (*new in 2019*)
- Street spans on N. Beverly (*new in 2023*)
- Street spans on Brighton Way (*new in 2023*)
- Colored lights and canopy lightfall tubes on Camden Dr (*new in 2017; moved from Robertson in 2023*)
- Santa and Reindeer Display (*new in 2021*)
- Colored tree-wrap lights, starlight spheres and sidewalk sculptures on La Cienega (*new in 2017*)*
- Lighted Pole Décor and lit garland and bows on Robertson (*new in 2023*)
- Colored lights and sidewalk sculptures on S. Beverly (*new in 2017*)
- Snowflakes in the canopy on the west side of S. SMB (*new in 2017*)
- Garland and bows (*new in 2022*)
- Background Audio (*new in 2022*)
- Beverly Cañon Gardens Walk-through tree and ornament with seating**

- Jolly Trolley
- Projection Mapping of the City Hall Tower (2022)***

*some replacement starlight spheres were purchased in 2021 and the sculptures were updated with new graphics in 2021

**décor rented each year

***new content for 2023, equipment rented

2023 Décor Feedback

Staff received positive feedback from visitors and media outlets. We received requests for information from media outlets to highlight our decor around the world. Specifically, we received positive feedback on the new Brighton Spans and the Robertson Light Pole fixtures, the Beverly Spans, *Unwrap the Magic*, the décor at Beverly Canon Gardens, and the Menorah Display.

In 2023 we had all new content for the *Unwrap the Magic* Projection Mapping show and tracked attendance at the viewing area with over 4,000 people stopping to watch the show over the season. In an effort to connect City Hall to the heart of the business triangle, we decorated the City Trolley to create the *Jolly Trolley* every Thursday through Sunday (except holidays). The trolley welcomed approximately 1,300 passengers over the season.

We received feedback from a resident stating that the S. Beverly décor did is the same every year and that it was not aligned with the rest of the City's décor. This caller stated that she and many other residents that she speaks with do not like the colored lights and sculptures.

2023 Decor Assessment

At the end of each holiday season, staff works with the contractor to review the décor items and assess work needed for the next year. This assessment will not be completed until March, but we already know the sculptures on S. Beverly and La Cienega are at the end of their life and will not be reused.

The banners and signage design from 2023 was first designed and used in 2020 with the intent of a three year use. Staff will work on a new banner and signage design for 2024.

Additionally, significant refurbishment will be needed on the Wilshire Spans. They were created and first installed in 2019. As planned, the spans need refurbishment for the 2024 year which should include restringing the lights so that the warm white matches our tree lights. Along with restringing the spans, we recommend removing the RGB lights and adding blue lights to the exterior that can be turned on for Hanukkah. Since this is the only color we've ever used on these spans, the full cost of programmable RGB lights is unnecessary. Also recommended is a replacement of the ornaments that hang down from the chandelier-like elements. This full refurbishment will also replace the hardware to allow another 5 year use of the spans.

The sculptures that have been installed on S. Beverly Drive and La Cienega Boulevard were planned for their last use in 2023 which also responds to the resident feedback regarding S. Beverly Drive. Since the décor on S. Beverly, S. Santa Monica and La

Cienega have been the same for 6 years, staff recommends that we make changes to this décor. Reusing or repurposing what we can but changing what is on each street.

Projection Mapping

At our last planning meeting of 2023, the Liaison and City Council directed staff to move forward with long term improvements to make the projection mapping more reliable, sustainable, and affordable. For 2023, we installed wired internet and power to the server for the projection mapping. We were not able to get enough power to eliminate the use of the generators. For 2024, we will install permanent power so that we do not need the generators and we will also look into the feasibility of installing permanent (removable) poles for the projection. Staff will look at options and return to the Liaison to discuss infrastructure as a separate item.

Beverly Canon Gardens

The tree was well-received at Beverly Canon Gardens but the grass under and around the tree could not withstand the heavy foot traffic. The grass is dormant in the winter and the weather created a lot of mud under and around the tree. Staff recommends installing temporary artificial grass as part of the décor to accommodate the heavy traffic. The park is already scheduled to have new sod installed at the conclusion of the holiday season each year, so this would be handled the same if the artificial grass is installed. For the décor, we will look at proposals for new décor package on the tree and a different secondary element on the patio.

Fiscal Impact

There is no request for additional funding based on the items outlined above. The funding will be included in the FY 2024/2025 CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations (\$3,500,000 budget). If needed, requests for additional funding will come forward at a future date.

Staff will also return to the Liaisons at a future date to discuss the 2024 holiday décor proposal for citywide décor and for Rodeo Drive as well as programming or lighting ceremony requests for the 2024 holiday season.

Recommendation

At this time staff recommends that the Liaisons provide feedback regarding:

- 2023 Holiday Décor
- Banners and Graphics
- Wilshire Span Refurbishment
- S. Beverly/ S. Santa Monica/ La Cienega
- Projection Mapping
- Beverly Cañon Gardens grass and décor

Attachment 1

CITYWIDE HOLIDAY DÉCOR 2023 RECAP

Rodeo Drive Committee/Special Events/Holiday Program Committee

January 18, 2024

2023 New Decor



N. Beverly Drive



Brighton Way

2023 New Decor



Camden



Robertson

2023 Enhanced Decor



New shows for *Lights on the Lily Pond* with improved audio and more frequent shows



Christmas Tree with packages

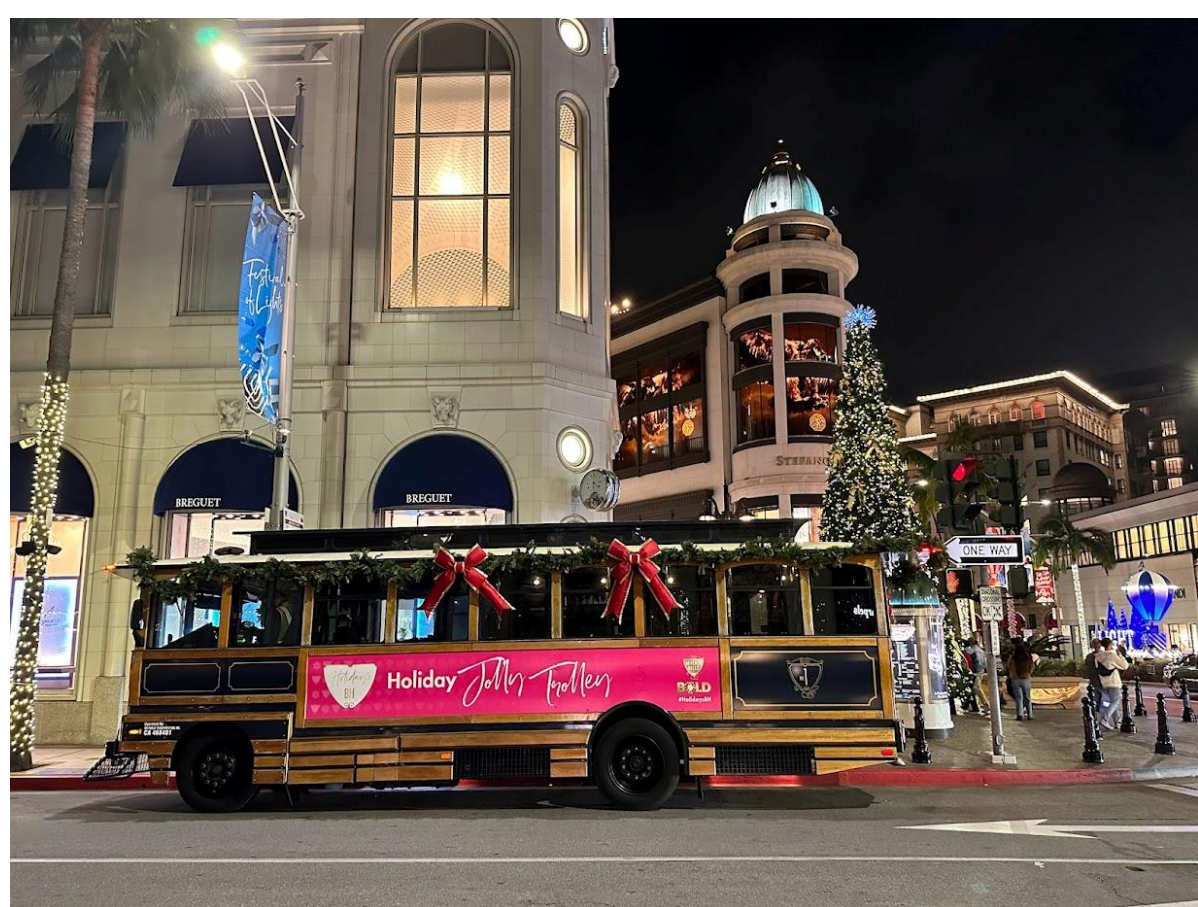


Enhanced Menorah Display

Banners and Signage



Banners and signage



Jolly Trolley



City of Beverly Hills
Holiday Decor
November 17, 2022
through January 1, 2023

For more information, visit
BEVERLYHILLS.ORG/HOLIDAYSBH

- CH** City Hall Unwrap the Magic Projection Show
- LL** Lights on the Lily Pond
- VC** Visitor Center
- RD** Beverly Hills Express Madras Dinner
- GG** Glowing Gardens at Beverly Gardens
- HL** Holiday Lights
- CT** Christmas Tree Display
- M** Meacosh Display
- W** The Walls
- P** Parking
- S** Santa with Reindeer & Sleigh



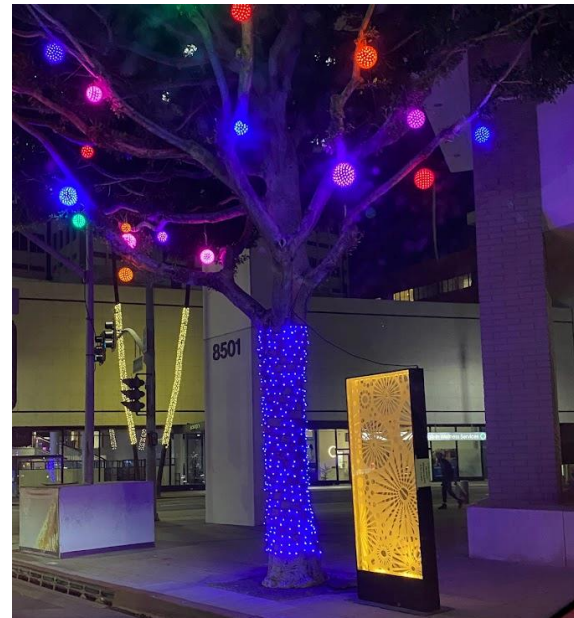
Décor Assessment



Décor Assessment



S. Beverly Drive

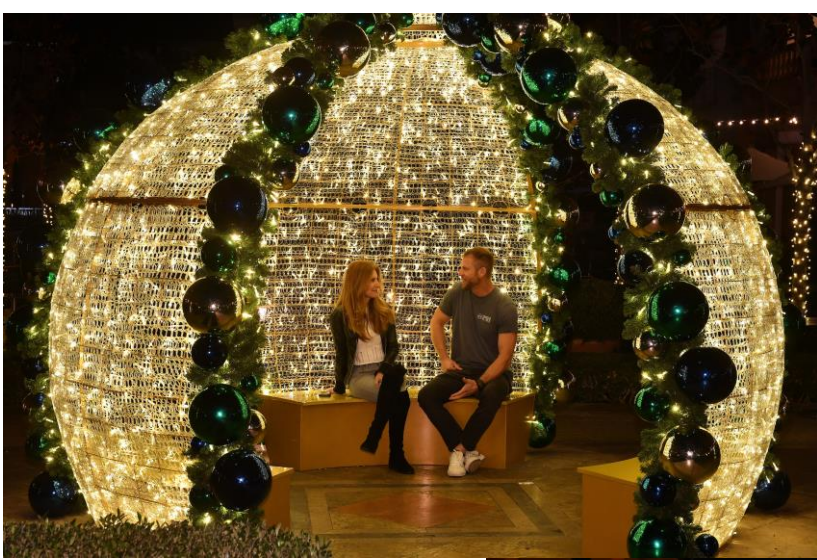


La Cienega

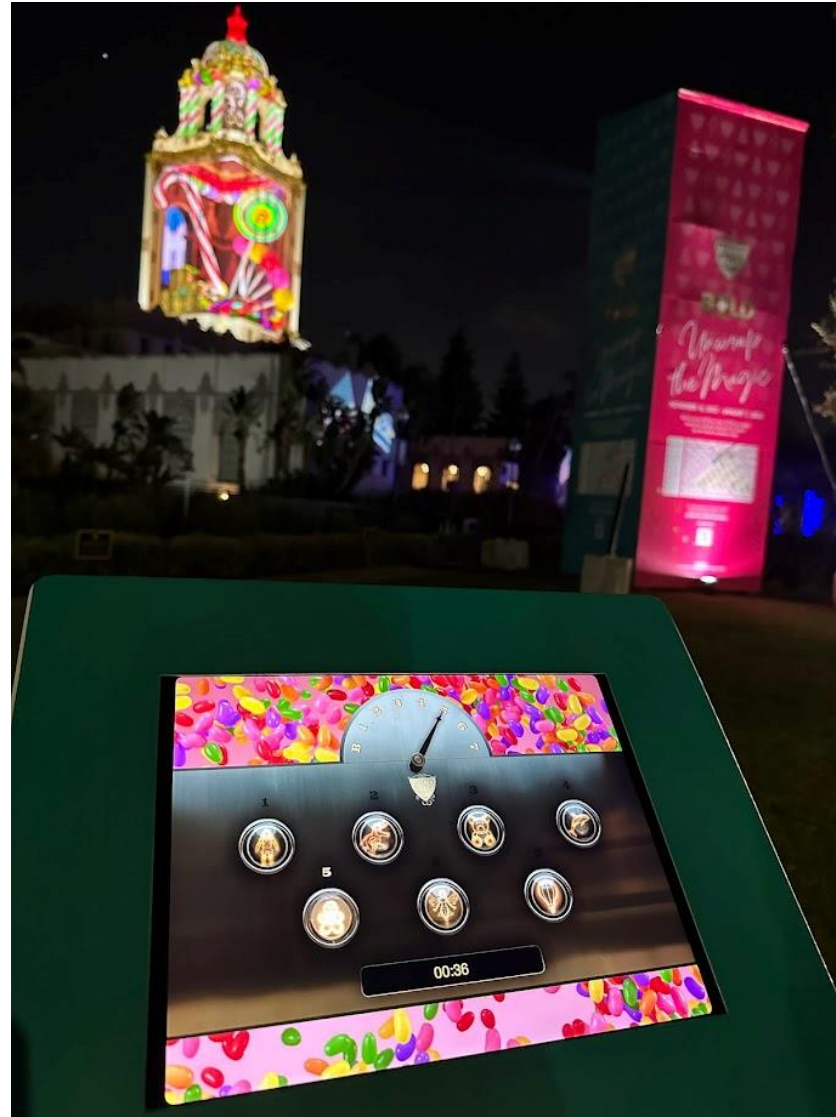


S. Santa Monica

Décor Assessment



Décor Assessment



Recommendation

Staff recommends that the Liaisons provide feedback regarding:

1. 2023 Holiday Décor
2. Banners and Graphics
3. Wilshire Span Refurbishment
4. S. Beverly / S. Santa Monica / La Cienega décor
5. Projection Mapping
6. Beverly Canon Gardens grass and decor



