



Beverly Hills City Council Liaison / RDC / 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 28, 2021**

**4:00 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](http://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](mailto: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. Review of the Rodeo Drive Committee (RDC) 2021 Holiday Decor Proposal
3. Future Agenda Items Discussion
4. Adjournment

Huma Ahmed  
City Clerk

**Posted: June 25, 2021**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT [WWW.BEVERLYHILLS.ORG](http://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 twenty-four (24) hours advance notice will help to ensure availability of services.



**CITY OF BEVERLY HILLS**  
**COMMUNITY DEVELOPMENT**

**MEMORANDUM**

**TO:** City Council Liaison/RDC/Special Events/Holiday Program Committee

**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
Magdalena Davis, Special Events and Filming Coordinator

**DATE:** June 28, 2021

**SUBJECT:** Review of the Rodeo Drive Committee (RDC) 2021 Holiday Décor Proposal

**ATTACHMENT:** 1. Presentation Deck for 2021 Rodeo Drive Median Holiday Décor

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**INTRODUCTION**

This item provides the City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee (City Council Liaison) with the Rodeo Drive Committee's 2021 Rodeo Drive median holiday décor proposal titled, "Holiday Helpers."

**DISCUSSION**

The Rodeo Drive Committee (RDC) has historically created a Rodeo Drive median holiday display which transforms the median into an iconic holiday destination. The 2021 holiday season is no exception. The median décor display period will begin on Thursday, November 18, 2021, and will conclude on Sunday, January 2, 2022.

During the 2019 and 2020 holiday seasons, the RDC and the City of Beverly Hills worked with J. Ben Bourgeois, Inc. (JBB) to bring the RDC's holiday décor vision to life. In early 2020, the City conducted a Request for Qualifications (RFQ) for as needed event management services. JBB submitted a proposal for that RFQ and was awarded a special events agreement by City Council on September 15, 2020. As of the writing of this report, City staff have not had the opportunity to evaluate the technical aspects of the décor as in previous years, however, City staff will work directly with the JBB team to ensure the safe execution of the proposed Rodeo Drive median holiday décor for the 2021 holiday season, should it be approved by the City Council.

Today's discussion is specific to Rodeo Drive median holiday décor. The Rodeo Drive Committee will return to the City Council Liaisons at a future date regarding any proposals for holiday season weekly programming or a holiday lighting celebration event for the 2021 holiday season. Additionally, the first presentation regarding the 2021 Citywide Holiday décor program was provided to the City Council Liaisons at the June 21, 2021 Liaison meeting with a follow up presentation to occur at the upcoming July 14, 2021 Liaison meeting.

**FISCAL IMPACT**

The total cost for the proposed Rodeo Drive 2021 holiday median décor is \$397,188.77. For comparison, the 2020 Rodeo Drive holiday median décor cost was \$352,702. Staff has identified

funds in the City Council approved Fiscal Year 2021-2022 Policy & Management Tourism and Marketing budget (00101311) to cover the cost for the Rodeo Drive holiday median décor.

**RECOMMENDATION**

Staff requests the City Council Liaison review the information, provide feedback and consider the associated budget. Upon approval by the Liaisons, City staff will bring the complete proposal to the full City Council at the July 15, 2021 Council Meeting for review and approval.

# **Attachment 1**

# RODEO DRIVE

HOLIDAYS 2021



# Holiday Helpers

# Holiday Helpers





# Holiday Helpers: Elements



Flag pole Embellishments



Red and Silver Packages



Silver Balls



Optional: Elves



Nod to Hannukah



Holiday Helpers





# Holiday Helpers: Elements



Elf photos are for pose reference only



Gold and Silver Ball Garlands



Flag pole Embellishments



Red Bows



Blue and Silver Nod to Hannukah

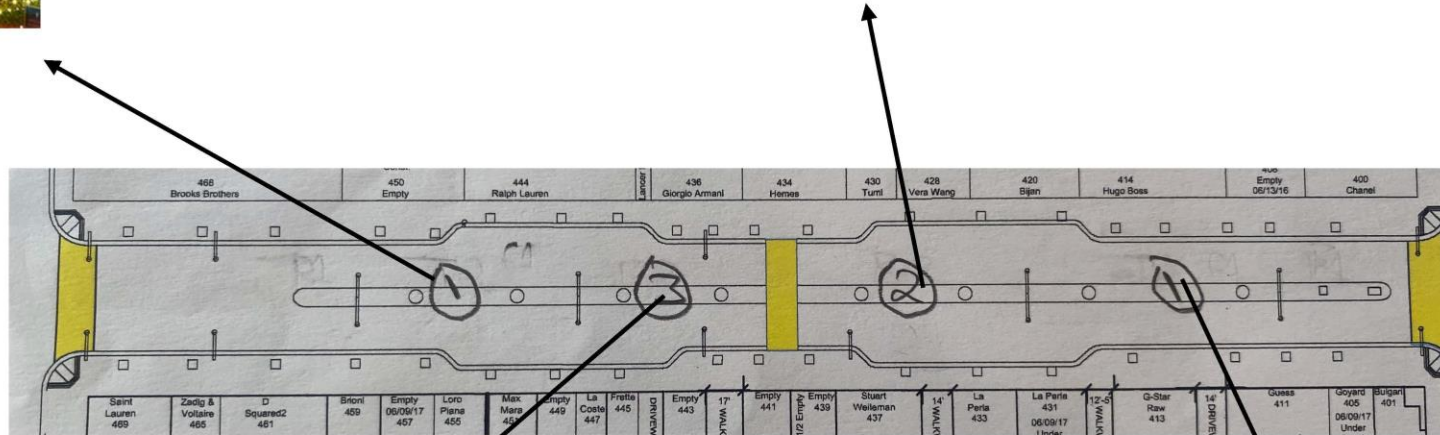


Holiday Helpers



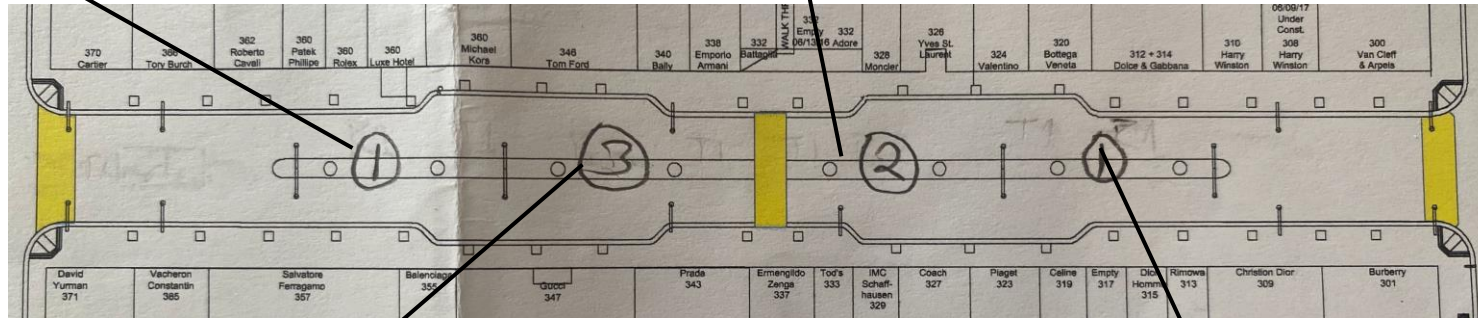


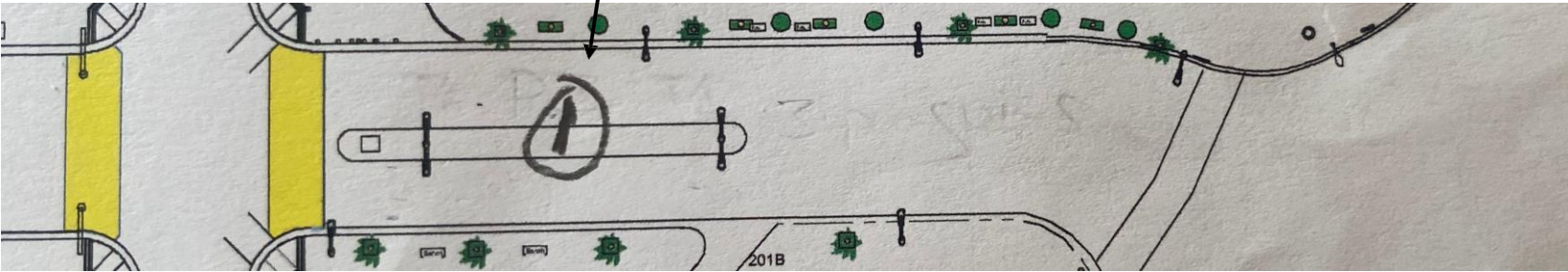
Rodeo Drive - 400 Block





Rodeo Drive - 300 Block



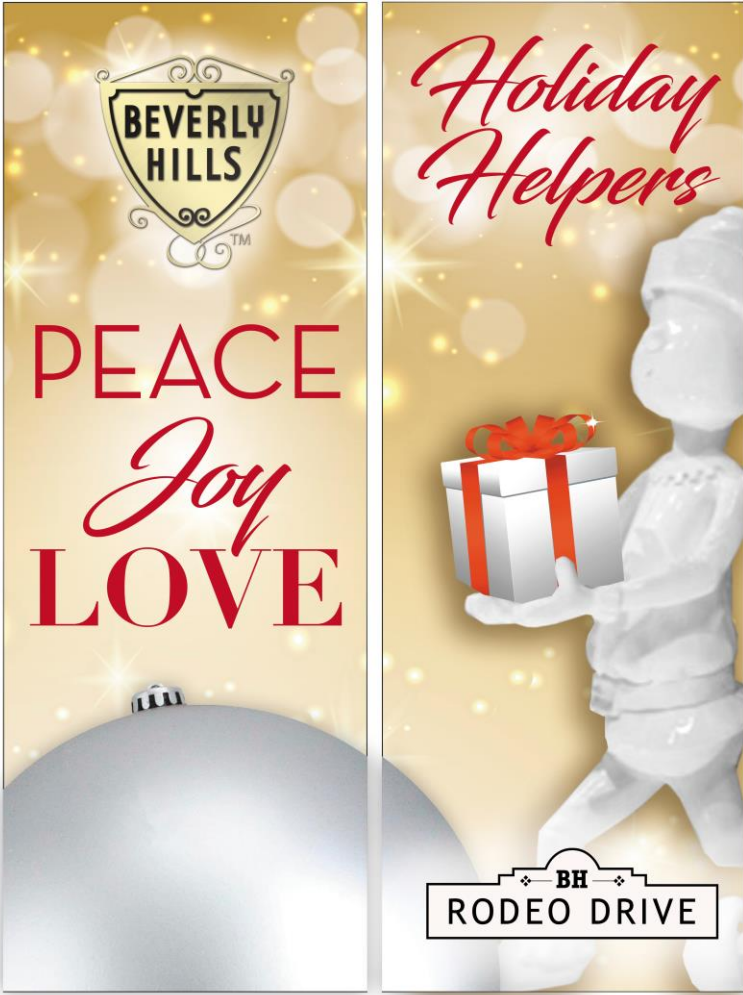




Holiday Helpers: Banners



Option A



Option B



Option C

<i>City of Beverly Hills/Rodeo Drive Committee</i>		
<b>RODEO DRIVE HOLIDAY DÉCOR &amp; TREE LIGHTING</b>		
<i>"Holiday Helpers on Rodeo Drive"</i>		
ACTIVATION - Thursday, November 18, 2021 - Sunday, January 2, 2022		
INSTALLATION - November 11 - 14, 2021		
REMOVAL - January 3-5, 2022		
		<b>ESTIMATED</b>
<b>1</b>	<b>CENTER MEDIAN LIGHTING - Palm Tree &amp; Platform Lighting Elements</b>	<b>\$66,526.80</b>
<b>2</b>	<i>Palm Tree Wrap Lighting &amp; Rain Drop Lights and Décor Fixture Lighting</i>	
<b>3</b>	<b>CENTER MEDIAN HOLIDAY DÉCOR ELEMENTS - Elves, Ornaments, Garland &amp; Packages</b>	<b>\$210,525.97</b>
<b>4</b>	<i>Stage Design Elements, Elves, Red Lit Platforms &amp; Banner Pole Garland</i>	
<b>5</b>	<b>CENTER MEDIAN FENCING ELEMENTS - Securing Stage Design Elements &amp; Ornaments</b>	<b>\$32,824.00</b>
<b>6</b>	<i>Metal Fencing, Corner Fencing Posts, Cart, Storage, Labor &amp; Maintenance</i>	
<b>7</b>	<i>NOTE: Yearly storage fee of \$10,000 could be eliminated if City has facility space</i>	
<b>8</b>	<b>POWER AND ELECTRICAL DISTRIBUTION - Center Median Power Plan</b>	<b>\$7,500.00</b>
<b>9</b>	<i>CAD Drawing, Power Distro Plan, Operation &amp; Labor (Power Provided by City of BH)</i>	
<b>10</b>	<b>PRODUCTION LABOR &amp; EXPENSES - Management</b>	<b>\$41,130.00</b>
<b>11</b>	<i>Pre Production Labor, Onsite Labor, Communications, Insurance &amp; PA's</i>	
<b>12</b>	<b>SECURITY &amp; TRAFFIC MNGT. - Rodeo Drive</b>	<b>\$14,388.00</b>
<b>13</b>	<i>Security for Load in and strike, Traffic Control Mngt./Lane Closure Labor</i>	
<b>14</b>	<b>PRINTING EXPENSES</b>	<b>\$24,294.00</b>
<b>15</b>	<i>Printing, Graphics, Design/Labor Fees, Street Banners and Misc. Signs</i>	
<b>16</b>	<b>PERMITS - City of Beverly Hills</b>	<b>CITY OF BH</b>
<b>17</b>	<i>TCO's, Street Permits, etc.</i>	
<b>18</b>	<b>GRAND TOTAL</b>	<b>\$397,188.77</b>

Thank You!