



Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program 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 Meeting
<https://www.gotomeet.me/BHLiaison>

No password needed

You can also dial in by phone:

United States (Toll Free): 1-866-899-4679 or United States: +1 646-749-3117
Access Code: 660-810-077

Thursday, December 17, 2020
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 and on BH Channel 10 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) Rodeo Drive Committee Podcast: Season Two "Only On Rodeo Drive"
- 3) Adjournment

Huma Ahmed
City Clerk

Posted: December 10, 2020



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
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events
FROM: Garin Hussenjian, Community Outreach Manager
DATE: December 17, 2020
SUBJECT: Rodeo Drive Committee Podcast: Season Two "Only On Rodeo Drive"
ATTACHMENT: 1. Podcast Presentation Deck by Rodeo Drive Committee

INTRODUCTION

This item provides the City Council Liaisons with information about the second season of the Rodeo Drive Committee's (RDC) podcast series titled "Only On Rodeo Drive," a podcast dedicated to luxury and fashion on Rodeo Drive. This podcast series was initially presented and approved by the Council Liaisons on February 27, 2020, and was formally approved by City Council on April 21, 2020.

DISCUSSION

Following a successful first season, the RDC is proposing a second podcast season of eight episodes. This podcast series allows listeners to be guided on a journey through the past and present of iconic Rodeo Drive. The podcast will provide immersive experiences, behind-the-scenes stories and histories of some of Rodeo's landmark boutiques.

Each episode will be thirty minutes long and will cover topics such as; luxury collections, destination experiences, and the architecture and design of Rodeo Drive.

The RDC proposes to continue working with the original group from the first series; Bronwyn Cosgrave host, Frances Anderton produce and Lyn Winter executive producer. Combined, the group holds vast experience in radio broadcasting, fashion and style podcasts, journalism and content production and overall cultural expertise.

FISCAL IMPACT

The RDC has raised \$30,000 in sponsorship to partially cover the cost of the series and is requesting \$20,000 from the City to cover the remainder of the expenses. If approved, funding is available in the City Council approved budget for Fiscal Year 2020-21 in the Tourism and Marketing budget (00101311).

RECOMMENDATION

Staff requests the City Council Liaisons review the information, provide feedback and consider the associated funding request.

Attachment 1

RODEO DRIVE – THE PODCAST SEASON TWO FUNDING PROPOSAL FOR THE CITY OF BEVERLY HILLS



“There’s nothing in the world quite like Rodeo Drive...”



SEASON TWO COMING SOON

With the support of The City of Beverly Hills, the inaugural season of Rodeo Drive-The Podcast was made possible and has received critical media acclaim, topping the global podcast charts and establishing itself among international and local audiences as a regular must-listen to podcast. In the first eight episodes, listeners heard compelling, informative and entertaining, behind-the-scenes stories of how a group of visionaries, entrepreneurs and land owners transformed Rodeo Drive into an iconic fashion and luxury thoroughfare. They were also kept up to the minute on what was happening on the street as retailers, businesses and the community navigated the challenges of the pandemic and social and political unrest.

Season Two will springboard from this successful foundation, moving forward in time to focus, in eight new episodes, on what is happening in fashion, luxury and entertainment today. It will examine innovations, trends and ideas, and visions for the future as the fashion and luxury industries respond to unprecedented times and opportunities. We will explore a new era for Rodeo Drive, as it unfolds.



SEASON TWO UNDERWRITERS

Season Two of Rodeo Drive-The Podcast is presented by the Rodeo Drive Committee *with the support of The City of Beverly Hills.*

Season Two Underwriters include:

The City of Beverly Hills—\$TBA.

The Hayman Family - \$10,000.00 Confirmed.

Two Rodeo Drive - \$10,000.00 Confirmed.

GEARYS - \$5,000.00 Confirmed.

Beverly Hills CVB - \$5,000.00 Confirmed.



SEASON TWO FUNDING PROPOSAL AND BENEFITS FOR THE CITY OF BEVERLY HILLS

For the second series (8 new episodes) of Rodeo Drive-The Podcast, the City of Beverly Hills is invited to continue its support of the podcast with a contribution of \$20,000.00 towards the production of the series. Production costs are estimated at \$50,000.00. Producers have already secured underwriting commitments of \$30,000.00 towards these production costs as per previous slide.

Series support of \$20,000.00 from the City of Beverly Hills will include the following recognition and benefits:

- Credits top and bottom of each of the eight episodes: Rodeo Drive-The Podcast is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.
- Dedicated in-podcast messaging
- Episodes will enhance, elevate and support Rodeo Drive.
- Opportunity for City editorial/messaging in episode newsletters.
- Media and social media collaboration: press releases and targeted media outreach.
- Credits in all media materials, on social media posts, in episode newsletters, on Rodeo Drive website and on all podcast platforms.

Episodes are released every two weeks and are listened to in more than 60 countries in 6 continents.



RODEO DRIVE - THE PODCAST SEASON TWO/ 8 EPISODES**BUDGET**

LINE ITEM

US\$

TALENT FOR SEASON TWO/8 EPISODES

(Host and influencer guests)

\$15,000.00**PRODUCTION FOR SEASON TWO/8 EPISODES**

Research & development

Wrangling & booking

Writing and Editing

Engineer/mixing

Post production

Music research & licensing

Distribution to multiple podcast platforms

Sub-Total

\$25,000.00**AUDIENCE DEVELOPMENT FOR
SEASON TWO/8 EPISODES**

Promotion to enhance listenership

\$10,000.00

TOTAL COST SEASON TWO/ 8 EPISODES**\$50,000.00**

RODEO DRIVE-THE PODCAST

SEASON ONE SUCCESSES



RODEO DRIVE–THE PODCAST IS TOPPING THE INTERNATIONAL PODCAST CHARTS

Of 850,000 podcasts and 30 million episodes in the world*, the inaugural season made it into the Apple Podcasts charts in 27 countries in the Arts and Fashion & Beauty categories.

The series has ranked in the Top 50 (25%) of 250 globally-ranked podcasts in 25 countries.

Charting on Apple Podcasts is listener-driven, based on quality and popularity.

**The podcast is now listened to in 60 countries
and in 6 continents: North America Europe, Asia, Australia, Africa, South America**

Rated 5-Star

Sources: Apple Podcasts, Chartable. *According to Podcast Insights 2020 Note chart rankings change continuously.



RANKING HIGHLIGHTS TO DATE

In each country, only 250 podcasts from hundreds of thousands ever make it into the Apple Podcasts Charts based on algorithms that result from popularity and listenership. In Apple Podcasts *Arts and Fashion & Beauty* categories, chart topping positions for Rodeo Drive-The Podcast include:

#1 in Canada, Kuwait, Belgium, Ecuador

#2 in United Arab Emirates, Cambodia, Singapore

#4 in Italy

#5 in Spain and Turkey

#6 in South Africa, Mexico, Ukraine

#11 in UK

#13 in India

#15 in Ireland and Brazil

#18 in Sweden

#20 in France

#24 in Australia

#28 in USA

#30 in Germany.

Source:Chartable.



INTERNATIONAL MEDIA COVERAGE
204 MILLION GLOBAL MEDIA IMPRESSIONS SINCE LAUNCH IN MAY 2020

THE GUARDIAN

“Cosgrave, who knows her stuff, keeps everyone and everything in line and on topic. I absolutely love this show.”

WWD

“Rodeo Drive Podcast Launches May 29”

“The first episode will feature ‘godfather of Rodeo Drive’ Fred Hayman.”

Tatler
HONG KONG

“New Podcast Celebrates One of the Most Exclusive Shopping Destinations in the World”

BEVERLY HILLS COURIER
The Newspaper of Record for the World of Beverly Hills

“Rodeo Drive Launches Historic Podcast”

CALIFORNIA
Apparel News

“Rodeo Drive Podcast Will Spotlight Glam Past and What is Next for Luxe District”

THE STAR

“Rodeo Drive – The Podcast” is on its surface a podcast about one thoroughfare in one metropolis, but it is also, simultaneously, a micro-history of urban planning, retail-tainment and luxury itself.”



MEDIA AND CRITICAL ACCLAIM

“Rodeo Drive, a destination boulevard in Beverly Hills, LA, hosts designer stores a-go-go, including Givenchy, Armani, Tiffany and Valentino. It’s a Hollywood institution...Cosgrave, who knows her stuff, keeps everyone and everything in line and on topic. I absolutely love this show.”

- **Miranda Sawyer, critic, *The Guardian***

“As one of the most iconic shopping destinations in the world—canonised in the mind's eye through decades of Hollywood b-roll and as backdrop to some of the city's most iconic vignettes—Rodeo Drive has long been part and parcel of both American and global pop culture. Now, there's an official podcast that aims to tell its stories.”

- **Danica Lo, *Tatler Asia***

“This is a brilliant idea - thanks for sharing.”

- **Mark Ellwood, writer for *Bloomberg Luxury, Condé Nast Traveler, Robb Report, The New York Times, and The Wall Street Journal.***



**ATTRACTING LEADING VOICES AND BRANDS IN FASHION, LUXURY AND ENTERTAINMENT
REACHING AN AUDIENCE OF MORE THAN 1.8M COMBINED INSTAGRAM FOLLOWERS**

FROM JAY LENO TO DAME ZANDRA RHODES; FROM ASTON MARTIN TO GIORGIO ARMANI TO LOUIS VUITTON

Rose Apodaca, fashion and design author, curator

Joan Juliet Buck, former EIC French Vogue

Ruth E. Carter, Academy Award-winning costume designer

Michael Chow, designer, artist, actor, co-founder Mr Chow

Edie Cohen, EIC Interior Design and critic

Simon Doonan, renowned Barney's window designer

Roja Dove, recognized perfumer, ex-Guerlain, now Roja.

Pari Ehsan, art and fashion blogger and influencer

Mary Fellowes, award-winning stylist

Chris Gardner, columnist at The Hollywood Reporter

David Horner, perfume industry advisor to Giorgio

Paola Jacobbi, author and critic Vanity Fair Italia

Stephen Jones OBE, British milliner

Porochista Khakpour, acclaimed American-Iranian novelist.

Jay Leno, Talk show host, comedian,

Alexandra Mandelkorn, award-winning stylist

Faye McLeod, Louis Vuitton Visual Art Director

Marek Reichman, Chief Creative Officer Aston Martin

Cameron Silver, fashion director Halson, fashion retailer

Ansel Thompson, Louis Vuitton art director

Dame Zandra Rhodes DBE, RDI - British fashion designer

Sergio Zambon, menswear designer Moncler

James Bond, Founder, Undefeated

Booth Moore, EIC of Women's Wear Daily.



KEY ADVANTAGES

EXPANDING AND CONNECTING AUDIENCES DURING PANDEMIC

In an unprecedented moment of social distancing and isolation, the new series has brought compelling stories of the street's past and present, visions for the future and immersive, behind the scenes access to a global audience.

MAXIMIZED DISTRIBUTION AND EARNED MEDIA

Distribution via Rodeo Drive website, social media channels and major podcast platforms has leveraged all digital channels to build new audiences, with no marketing spend.

A FIRST FOR THE STREET

The first podcast to explore the iconic luxury and fashion thoroughfare: Rodeo Drive, leveraging an iconic brand.

SPECIALIZED TEAM

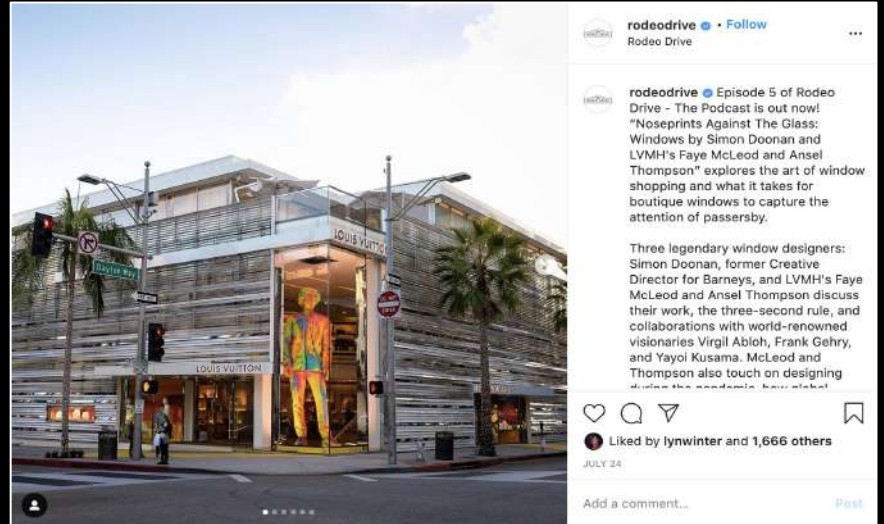
An experienced and specialized team comprising acclaimed fashion author and broadcaster Bronwyn Cosgrave, award-winning scriptwriter, producer and editor Frances Anderton of NPR, and Lyn Winter, Executive Producer have contributed to the success to date.



PODCAST DRIVING CONSISTENT ENGAGEMENT LEVELS ON RODEO DRIVE INSTAGRAM



2,066 likes



1,690 likes



POSITIVE FEEDBACK FROM FOLLOWERS AROUND THE WORLD ON SOCIAL MEDIA



buckeyefanmandy Thank u! 🙌🙌 Can't wait to listen, I am loving these podcasts. @rodeodrive ❤️ Mandy



drehsansadri Excellent work! Super insightful for current generation of Iranians-Americans. Congratulations



sianlm67 I remember 🧡🧡🧡🧡 so well Bijan on Rodeo 🥰🥰🥰🥰 beautiful post .. looking up podcast 🙏



ms_amelia_I I love this podcast!

10w 1 like Reply



zarry I love everything about this!

4w Reply



draristotlebeverlyhills Great story and interview with Nicolas!

Well done. 🌟



tana_damico The chat with Simon Doonan was 🌟.



ediecohen So happy to have been part of this.

TOP EPISODES TO DATE IN ORDER OF POPULARITY

1. *By Appointment Only, at The House of Bijan*
2. *It Smelled Like Money – The Story of Giorgio Beverly Hills*
3. *Meet Moncler Genius Sergio Zambon and His Los Angeles Collaborators*
4. *Rodeo Drive and The Red Carpet: The Show Must Go On*
5. *High Style on the Road – From Jay Leno to James Bond*
6. *Noseprints Against The Glass: Windows by Simon Doonan and LVMH's Faye McLeod and Ansel Thompson*
7. *Every Detail is The Universe - Michael Chow's Design for Giorgio Armani*
8. *Trust Your Voice: Ruth E. Carter, Fashion and Protest*



*As of Dec 3, 2020 Source: ACAST.

RODEO DRIVE-THE PODCAST

SEASON TWO PROPOSED EPISODES



SEASON TWO PROPOSED EPISODES

SEASON TWO WILL COMPRISE 8 EPISODES.

Below we propose several possible episode options (subject to change).

#1 The Future of Fashion Shows

#2 What's Next on Rodeo Drive: Cheval Blanc–LVMH

Creates an Unrivalled Retail and Hospitality Experience and Destination

#3 Travelling in Style: A New Era of Mobility

#4 Rodeo Drive Families and a New Generation of Visionaries

#5 in Good Time: Watches and The Modern Collector

#6 Rodeo Drive and Film: Indelible Ties to Hollywood

#7 Sneaker Love

#8 Luxury at Home: From Bodysuit to Blanket

#9 The Best Tressed Dogs of Beverly Hills

#10 The Future of the Suit

#11 The Fashion Documentary

#12 Design and Architecture / Two Rodeo Drive



FULL DETAILS ON THE NEXT PAGES...

SEASON TWO PROPOSED EPISODE DESCRIPTIONS

#1 The Future of Fashion Shows

The future of runway shows for almost every brand along Rodeo Drive is in question. The runway show was once the primary display and sales tool. Covid-19 and social media have changed that. What will it look like next? Will fashion week become another film festival, now that designers presentations are mostly films? Is the idea of a dedicated fashion week going out of fashion? We will talk to fashion critics; Dana Thomas on sustainability and the Paris scene; Robin Givhan on diversity; Imran Ahmed from the Business of Fashion; Nick Knight “the digital architect of fashion shows”; Robert Fairer, Vogue’s backstage photographer, on how still photography is transitioning to short films and Booth Moore for the L.A. perspective. We will cover both men’s and women’s shows and examine how film directors are collaborating with designers.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

2 What's Next on Rodeo Drive: Cheval Blanc. LVMH Brings an Unrivalled Retail and Hospitality Experience

Rodeo Drive provides a retail experience like no other - the cocktail of hospitality, fine-dining, luxury fashion, cars, sun and palm trees has set it apart. Now comes a new uber-luxury hotel - LVMH's Cheval Blanc, scheduled to open in 2025 on the corner of Rodeo Drive and Little Santa Monica Boulevard. It joins the legendary hotels on the street The Beverly Hills Hotel, Luxe Hotel and the Beverly Wilshire. Designed by Peter Marino, Cheval Blanc brings design flair to a street that already boasts hospitality and retail landmarks by seminal architects and interior designers, from Robsjohn-Gibbings and Frank Lloyd Wright to Rem Koolhaas, Michael Chow and David Chipperfield. As Bruce Meyer notes in Season One, "The future looks fabulous because of people like Arnault who are investing heavily in the future."



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

3 Travelling in Style: A New Era of Mobility

From backpacks to PPE to suitcases for the car journey, luggage matters. In this episode listeners will delve into new luggage and accessories for today's mobile lifestyles. We will examine what traveling safely and stylishly means when people fly less and drive more. We will hear how Naomi Campbell made the hazmat suit a must-have, and which masks and shields will get you through a long haul flight. Plus, hear from leading brands such as Rimowa about new demands placed on luggage now that the carry-on is on hold. We will also talk about luggage and micro-mobility: what to carry on your electric bike, scooter and your skateboard, and how to pack it for traveling.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

4 Rodeo Drive Families and a New Generation of Visionaries

Behind the brands on Rodeo Drive are families who invested in the land, built the businesses and are figuring out how to extend their success into the future. We will hear their stories and learn how families created this ever-appealing destination with a deep heritage. Mark Tronstein, Bruce Meyer and Tom Blumenthal, and David Yurman will talk about the dynamics of multi-generational businesses and the joys and challenges of keeping it in the family.

5 in Good Time: Watches and The Modern Collector

This episode will feature Audemars Piguet, Breguet, Buccellati and Richard Mille. We will speak to world renowned watch and jewelry experts including British Vogue's jewelry director, Carol Woolton and Nicholas Foulkes who edits Vanity Fair's watch and jewelry magazine, *On Time*. We'll discover how women as well as men collect watches. And how watch collecting lives on in our mobile phone era.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

6 Rodeo Drive and Film: indelible Ties to Hollywood

Costume design and Rodeo Drive are tied at the hip. Many of the latest and greatest designers have shopped on Rodeo for film costumes. They use leading fashion and fine jewelry brands on the street as a resource for inspiration and merchandise. Listeners will hear how Marilyn Vance and Mona May revived their reputations with “Pretty Woman” and “Clueless”, all the way to today with Ryan Murphy’s costume designers like Lou Eyrich shopping for the looks for “American Horror Story.”

#7 Sneaker Love

Air Dior sneakers are selling for \$10,000 and \$14,500 per pair. Who are the great sneaker collectors and makers? Hear from International entrepreneur and collector Miles Spencer Nadal on the subject - he acquired 100 rare sneakers last year for \$850,000 - and why is Rodeo Drive one of the best places on earth to find fashionable kicks. We explore how California lifestyle plays into this and how the likes of Michael Jordan set the scene.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

#8 Luxury at Home - From Bodysuit to Blanket

The fashion world was predicting the demise of athleisure. Then came the pandemic and comfort with style now dominates everyday dressing, as we spend more time living and working at home. We meet the retailers on Rodeo Drive who are catering to the demand for loungewear with bodysuits, mules, wide leg pants and a range of luxe homewares that can get you from morning coffee, to in-home spa time, online cocktails, to taking a Zoom meeting, while WFH and staying at home - and all in the brightest of colors.

#9 The Best Tressed Dogs of Beverly Hills

Rodeo Drive is about fashion, cars, jewelry, watches... and dogs. The pooch is the ultimate accessory for many visitors to the street and keeping those pets in health and happiness is big business. We will meet some of the groomers, dog walkers, veterinarians and doggie daycare providers on Rodeo Drive, and hear the latest on high-style grooming, why some celebs clone their pets, and why pooches and palm trees will always be essential to the Rodeo Drive experience.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

#10 The Future of the Suit

Every decade or so the suit morphs into something new but it never dies. Not even while WFH. What will it look like for men and women in 2021? In an all-gender age, does the suit change its cut? We will hear from the likes of Kim Jones at Dior, from Chanel, Bottega Veneta, Zegna, Giorgio Armani, and Stephen Jones OBE on their perspective. We will also hear from the first class tailors on the street who make suits into the perfect fit. And we will ask how telecommuting has changed the emphasis in a suit. Do lapels matter more, hems less?



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

#1 | The Fashion Documentary

Many brands on Rodeo Drive have been the subject of fashion documentaries: Valentino, Christian Dior, Chanel, Gucci, Alexander McQueen, Saint Laurent, and “Salvatore: Shoemaker of Dreams” will debut at Venice. It is directed by Luca Guadagnino (of “Call Me By Your Name”.) Along with this: a new Pierre Cardin documentary - directed by a duo from Palm Springs (our host Bronwyn Cosgrave collaborated) will be released in mid-September. We will talk to the directors and assess where the medium is going next.



SEASON TWO PROPOSED EPISODE DESCRIPTIONS

#12 Design and Architecture /Two Rodeo Drive

The episode will tell the story of how Two Rodeo Drive came about, how its European-themed architecture and design with its pedestrian-only, horseshoe shaped street was a brilliant reinvention of a retail mall, reminiscent of great Hollywood set design, and how it changed the course of Rodeo Drive's history, marking one of the most significant developments on the street after the opening of Giorgio Beverly Hills. We'll understand the challenges the developers overcame in changing the street - including a local aversion to "mini mall shopping culture" and how it signified a new direction for Rodeo Drive reaffirming the street as a bonafide luxury thoroughfare.



PRODUCTION AND TIMELINE

Rodeo Drive-The Podcast is produced for the Rodeo Drive Committee by a dedicated team at Lyn Winter, Inc. including script writer and editor Frances Anderton, host and broadcaster Bronwyn Cosgrave and editor and audio engineer Avishay Artsy.

Production is scheduled to begin in December 2020 and episodes will be released in the first quarter of 2021, air dates to be confirmed.

Episodes will be released every two-three weeks and the timeline is subject to change. The series is currently listened to in more than 60 countries in 6 continents.



RODEO DRIVE-THE PODCAST

THANK YOU

