



**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 HALL  
455 North Rexford Drive  
4<sup>th</sup> Floor Conference Room 4A  
Beverly Hills, CA 90210**

**Thursday, February 27, 2020  
3:30 PM**

**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 Concours d'Elegance Father's Day Car Show – June 21, 2020
  
- 3) Rodeo Drive Committee Podcast: "Only On Rodeo Drive"
  
- 4) Request by Rachmaninoff Competitions & Festivals for support for 2021 competition and 2023 festival
  
- 5) Adjournment

  
\_\_\_\_\_  
Huma Ahmed, City Clerk

**Posted: February 20, 2020**

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE***



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 4<sup>th</sup> Floor Conference Room 4A, is wheelchair accessible.

# Item 2



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events

**FROM:** Garin Hussenjian, Community Outreach Manager

**DATE:** February 27, 2019

**SUBJECT:** Rodeo Drive Concours d'Elegance Father's Day Car Show – June 21, 2020

**ATTACHMENT:** 1. Concours d'Elegance Father's Day Car Show Presentation Deck by J. Ben Bourgeois Productions, Inc.

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**INTRODUCTION**

This item provides the City Council Liaisons with an update on the annual Rodeo Drive Concours d'Elegance Father's Day Car Show. The event will celebrate its 27 year and will take place on Sunday, June 21, 2020.

The City Council Liaisons are requested to review conceptual designs and elements regarding the Rodeo Drive Committee's proposal.

As in previous years, there is a request to approve a street closure for all three blocks of Rodeo Drive.

**DISCUSSION**

The Concours d'Elegance Father's Day Car Show has become a City-legacy program in Beverly Hills. Curated with the support of longtime resident and car enthusiast Bruce Meyer and the Rodeo Drive Committee, the program brings an estimated 35,000 visitors throughout event.

This year's featured class is Supercars. Supercars represent the pinnacle of automotive technology, performance and styling. They are faster, flashier and more expensive than everything else on the road. They also attract a young, affluent and social media-savvy audience.

McLaren Beverly Hills with Richard Mille, powered by O'Gara, a Beverly Hills-based luxury car dealership company, has agreed to be a sponsor of this year's car show. McLaren has built some of the world's fastest, most beautiful and most expensive cars. A handpicked selection of their best examples from the past and present will be displayed on 200 block of Rodeo Drive. Graphic design for the event's promotional materials has been developed inclusive of McLaren feedback.

This year's event will feature the same elements as last year; including food trucks, Winner's Circle, step and repeat, exhibitor gift bags within an updated floor plan. The VIP Lounge will be hosted at the Louis Vuitton Rodeo Drive rooftop deck.

All three blocks of Rodeo Drive will be closed from Saturday, June 20, 8:00PM to Sunday, June 21, 2019, 11:00PM.

**FISCAL IMPACT**

The funding for this event is equivalent to the amount provided last year, which is \$172,500. This amount is currently available in the City Council approved budget for Fiscal Year 2019-20 in the Tourism and Marketing budget (00101311).

Sponsorship funding is managed directly through the RDC to help supplement costs associated with the event.

**RECOMMENDATION**

Staff requests the City Council Liaisons review the current event information and provide feedback as appropriate.



# Rodeo Drive Concours d'Elegance Sunday, June 21, 2020



J. Ben Bourgeois Productions, Inc.

# Event Overview

# EVENT OVERVIEW

The Rodeo Drive Concours d'Elegance, an annual Father's Day tradition, will return to Beverly Hills for the 27<sup>th</sup> consecutive year on Sunday, June 21, 2020. This year's featured class is Supercars.

Supercars represent the pinnacle of automotive technology, performance and styling. They are faster, flashier and more expensive than everything else on the road. They also attract a young, affluent and social media-savvy audience.

The 2020 Diamond level Sponsor is McLaren Beverly Hills with Richard Mille, Powered by O'Gara. As a Supercar manufacturer based in Woking, England, McLaren has built some of the world's fastest, most beautiful and most expensive cars. A handpicked selection of their best examples from the past and present will take over the 200 block of Rodeo Drive on Father's Day.



# Design Direction and Signage Sampling



# COLOR PALETTE AND LOGO

## Proposed Color Palette

McLaren colors plus navy blue.

<b>McLaren Slate</b> Pantone 431 c15 m0 y0 k85 r72 g83 b91 #48535B	<b>McLaren Light Grey</b> Pantone 428 c5 m0 y0 k25 r197 g205 b205 #C5CDCD	<b>Navy Blue</b> c85 m76 y51 k59 r30 g37 b54 #1E2536
	<b>White</b> Shown with a tint for visibility #FFFFFF	
		<b>McLaren Orange</b> Pantone 158 c0 m65 y100 k0 r244 g 121 b32 #F47920



Logo

\*Note: Final graphic design pending sponsor participation and approvals.

# DOUBLE BANNERS



**FATHER'S  
DAY  
CAR SHOW**

McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA BEVERLY HILLS

#ONLYONRODEO

BH  
RODEO DRIVE™  
**CONCOURS  
D'ELEGANCE**

**JUNE  
21<sup>st</sup>  
10:00 AM**



#ONLYONRODEO

Option A



#ONLYONRODEO

BH  
RODEO DRIVE™  
**CONCOURS  
D'ELEGANCE**

**FATHER'S  
DAY  
CAR SHOW  
JUNE  
21<sup>st</sup>  
10:00 AM**

McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA BEVERLY HILLS

Option B

\*Note: Final graphic design pending sponsor participation and approvals.



Option A



Option B

\*Note: Final graphic design pending sponsor participation and approvals.



Option A



Option B

\*Note: Final graphic design pending sponsor participation and approvals.



Option A



Option B

Reverse side of postcard to include overall map and additional information is in process.

\*Note: Final graphic design pending sponsor participation and approvals.

BH  
RODEO DRIVE™  
CONCOURS  
D'ELEGANCE

RESTROOM




McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA 

#ONLYONRODEO  
rodeodrive-bh.com

BH  
RODEO DRIVE™  
CONCOURS  
D'ELEGANCE

FOOD  
TRUCKS



McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA 

#ONLYONRODEO  
rodeodrive-bh.com

BH  
RODEO DRIVE™  
CONCOURS  
D'ELEGANCE

CAR  
EXHIBITOR  
CHECK IN



McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA 

#ONLYONRODEO  
rodeodrive-bh.com

BH  
RODEO DRIVE™  
CONCOURS  
D'ELEGANCE

LUXE  
VALET



McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA 

#ONLYONRODEO  
rodeodrive-bh.com

BH  
RODEO DRIVE™  
CONCOURS  
D'ELEGANCE

INFO  
BOOTH



McLaren BEVERLY HILLS RICHARD MILLE  
POWERED BY O'GARA 

#ONLYONRODEO  
rodeodrive-bh.com

\*Note: Final graphic design pending sponsor participation and approvals.



Additional graphics to be produced include:

- Press Wall
- Beverly Hills Courier, Beverly Press and Beverly Hills Weekly Ads
- Beverly Hills Courier Style Issue
- Exhibitor Signs
- Supplemental Directional Signage
- Sponsor Signage
- Checkered Club Signage

Apparel and soft goods to be designed for exhibitors:

- Staff T-shirts
- Polos
- Hats
- Ribbons
- Tote bags



# Press and Media

Our media team will approach this year's Rodeo Drive Concours with the goal of reaching three main audiences; automotive, luxury/lifestyle and local. Press releases, photo assets and media pitches will be tailored to fit each audience. Past coverage of the Concours using this strategy includes:

**Robb Report** SUBSCRIBE // IT

CARS AVIATION MARINE TRAVEL WATCH COLLECTOR STYLE SHELTER FOOD & DRINK MUSE

MOTORS / CARS

## Father's Day Becomes More Festive with Rodeo Drive Concours d'Elegance

The June 17 event will present more than 100 collector cars at one of the country's most exclusive addresses.

BY ROBERT ROSS ON MAY 11, 2018

PHOTO: COURTESY RODEO DRIVE CONCOURS D'ELEGANCE

VIEW GALLERY - 5 PHOTOS

Advertisement: **TEXTRON AVIATION | NETJETS**  
THE MAKING OF THE CITATION LONGITUDE  
GET A CLOSER LOOK

Sponsored Content: **PENSKE LUXURY.COM**  
2019 Aston Martin DB11 V8 Coupe  
BROWSE NEARLY 1,000 LUXURY CARS

Celebrating its 25th anniversary, the annual **Rodeo Drive** Concours d'Elegance returns on Sunday, June 17, to display more than 100 exceptional classic and exotic cars on the street known for its world-class luxury boutiques and fine dining.

This Father's Day tradition hosted by the city of Beverly Hills—which shuts down Rodeo Drive to traffic to accommodate the show—is free for spectators, who are free to walk among the cars being showcased as well as visit retailers and restaurants, which remain open for business.

Although the atmosphere is decidedly casual (a welcome change from more structured and formal concours events), the quality of automobiles on display is anything but. These include some of the finest examples from major local collections.

**AUTOWEEK** NEWS RACING REVIEWS PHOTOS VIDEOS THE SHOP

June 20, 2019 01:00 AM

## TOP 10 CARS FROM THE RODEO DRIVE CONCOURS

DADS WERE HAPPY ALL ACROSS SOCAL LAST SUNDAY, AT LEAST THE DADS WHO WENT TO THE ANNUAL CONCOURS ON RODEO

SHARE TWEET PIN IT EMAIL

1/10  
Bella Ferrari

Concours on Rodeo happens every Fathers Day with a wide array of cars with something for every taste



# Program Elements

# CHECKERED FLAG LOUNGE (VIP)

A VIP experience will be hosted on the Louis Vuitton Boutique rooftop deck for Checkered Car Club members, car exhibitors, City Officials and additional VIPs. Guests can escape the crowds for refreshments, a photo opportunity and a comfortable place to gather. As a bonus, guests will have an excellent view of Rodeo Drive.



\*Location pending final approval.

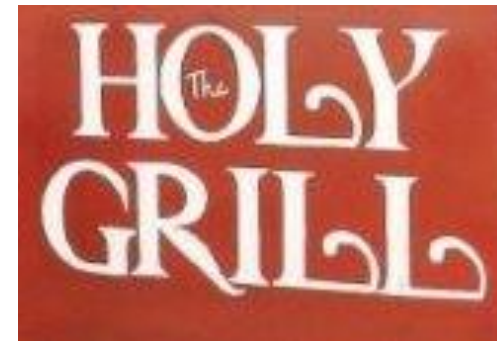
# THE WINNER'S CIRCLE

Located at the intersection of Brighton Way and Rodeo Drive, the Winner's Circle will be host to the most prominent vehicles of the day. In the afternoon, the awards presentation will take place in this central location.



# FOOD TRUCKS & VENDORS

A selection of the best food trucks and carts will be available to guests to enjoy throughout the day.



\*Note: Final food truck selection pending availability and City of BH approval.

BE AMAZING!

# Item 3





**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events  
**FROM:** Garin Hussenjian, Community Outreach Manager  
**DATE:** February 27, 2019  
**SUBJECT:** Rodeo Drive Committee Podcast: "Only On Rodeo Drive"  
**ATTACHMENT:** 1. Podcast Presentation Deck by Rodeo Drive Committee

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**INTRODUCTION**

This item provides the City Council Liaisons with information about the Rodeo Drive Committee's proposed podcast series titled "Only On Rodeo Drive." Podcasts are digital audio files available on the internet for downloading to a computer or mobile device. "Only On Rodeo Drive" will be the first podcast of its kind to explore luxury and fashion on Rodeo Drive.

**DISCUSSION**

The Rodeo Drive Committee is proposing to launch an eight episode podcast series about Rodeo Drive, where listeners will be guided on a journey through the past and present of iconic Rodeo. The podcast will provide immersive experiences to behind-the-scenes stories, exclusive awards season moments and histories of some of Rodeo's landmark boutiques.

Each episode will be thirty minutes long and will cover topics such as; VIP experiences for shoppers, the Golden Era of Hollywood, high tech innovations, fashion month and the Concours d'Elegance Father's Day Car Show.

The Rodeo Drive Committee proposes Bronwyn Cosgrave host, Frances Anderton produce, Lory Martinez senior produce and Lyn Winter executive produce the series. Combined, the group holds vast experience in radio broadcasting, fashion and style podcasts, journalism and content production and overall cultural expertise.

**FISCAL IMPACT**

The total cost for a podcast season of eight episodes is \$40,000. If approved, funding is available in the City Council approved budget for Fiscal Year 2019-20 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.

A NEW PODCAST  
ONLY ON RODEO DRIVE

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## ONLY ON RODEO DRIVE PODCAST

## OVERVIEW

Only On Rodeo Drive is the first podcast to explore the iconic luxury and fashion thoroughfare: Rodeo Drive.

While the through lines are fashion and luxury, the reference points will be local and global, including business, culture, entertainment, architecture and design, technology, hospitality, and the noted history and community that shapes this unrivalled and glamorous locale.

Hosted with fashion curator and cultural commentator Bronwyn Cosgrave, produced in consultation with Frances Anderton, host of KCRW's *DnA: Design and Architecture*, and executive produced by Lyn Winter, Only On Rodeo, will take listeners on a journey with the people; exploring the landmark fashion boutiques; the superlative craftsmanship and current innovations in fashion, art and design; the world-class culinary institutions and the street's colorful past, conveying its very human sense of place.

Listeners will feel like they are on and a part of the street, encountering the personalities that set Rodeo Drive apart as an unrivalled international luxury destination and a compelling voice in luxury and fashion.

Timed to seasonal highlights that impact Rodeo Drive such as the Oscars, Rodeo Drive's *Concours d'Elégance*, international art and design events, and world fashion months, each episode of Only on Rodeo Drive will offer listeners an immersive, sensory, behind-the-scenes experience of the very heart of Rodeo Drive, similar to backstage access at an blockbuster fashion show.

It will prompt listeners to personally explore the street's inimitable pleasures, which Andy Warhol once described as a "giant butterscotch sundae."



## MEET THE TALENT

## FRANCES ANDERTON

### Frances Anderton, Podcast advisor and producer

Frances Anderton is host of “DnA: Design and Architecture”, broadcast weekly on KCRW public radio station and podcast at [kcrw.com/dna](http://kcrw.com/dna). For many years Anderton produced KCRW's acclaimed current affairs shows, “To The Point”, and “Which Way, LA?”, hosted by Warren Olney. Anderton is a regular public speaker, and she curates events and exhibitions, including “Sink Or Swim: Designing For a Sea Change”, a critically received exhibition at the Annenberg Space for Photography. She has served as West Coast correspondent for the *New York Times* and *Dwell* magazine. Her books include "Grand Illusion: A Story of Ambition, and its Limits, on LA's Bunker Hill", based a studio she co-taught with Frank Gehry at USC School of Architecture. Anderton hosted the "Desert X 2019 Podcast", featuring artists including Sterling Ruby, Superflex and Kathleen Ryan. Honors include the LA Press Club's 2019 award for investigative journalism.



## MEET THE TALENT

## BRONWYN COSGRAVE

### **Bronwyn Cosgrave, Host, best-selling author, broadcaster and cultural commentator**

Bronwyn Cosgrave is a best-selling author and broadcaster who discusses fashion on nationally syndicated radio shows like Marketplace, Q as well as KCRW's DnA. Vanity Fair has described Bronwyn's book, *Made For Each Other: Fashion and the Academy Awards* (Bloomsbury), as the "definitive study of the Oscars fashion phenomenon." Over Awards Season 2020, Bronwyn's red carpet commentary appeared in the *New York Times*, *CNN Style* and on *Dressed: The History of Fashion Podcast*, which devoted a 40-minute episode to her work.

Bronwyn is the host of the fashion podcast *A Different Tweed* on which she interviews iconic professionals to explore their craft and creative process. Bronwyn wrote the cover story of December 2019's Architectural Digest 'Living With Art Issue.' She contributes to *The Hollywood Reporter*. She curated the largest James Bond museum exhibition ever staged - *Designing 007, Fifty Years of Bond Style*. She is the producer of feature-length theatrical documentaries exploring the life and work of Manolo Blahnik, Kevyn Aucoin and the Swarovski family.

### **Lory Martinez, Senior Producer**

Lory Martinez is a Columbian-American journalist and podcast producer with nearly a decade of content production experience gleaned from working for a diverse array of broadcasters and content outlets including NPR and UN Radio as well as Bustle and PopSugar. Lory creates engaging content in French, English and Spanish. She teaches podcasting at the American University in Paris.



## **ONLY ON RODEO DRIVE PODCAST**

## **WHY LAUNCH A PODCAST?**

### **NEW EXPOSURE / DIRECT CONNECTION TO LOCAL AND GLOBAL AUDIENCES**

Only On Rodeo Drive will facilitate new exposure for Rodeo Drive and a direct connection with an expanding local and global audience of educated, high net-worth individuals.

### **AN EXPANDING AUDIENCE OF LISTENERS / A FORMAT THAT ENGENDERS TRUST**

Podcast listeners typically tune in with headphones or via their car stereo. This personal and direct connection makes ideas and suggestions particularly powerful. So when a destination, a brand, product or service is mentioned on Only On Rodeo Drive, listeners are likely to take action. The number of people using mobile apps to listen to podcast has increased 60 per cent since January 2018 according to Adobe Analytics.

### **A CALL TO ACTION/ENTERTAINING AND INFORMING**

Custom on-air messaging acknowledging Rodeo Drive can be crafted to further heighten brand awareness. This messaging can be heard at the start and middle of the podcast providing Rodeo Drive with an opportunity for an evergreen voice. The podcast will act as a modern and direct call to action, will inform, educate, entertain, and encourage loyal listenership and following.



## ONLY ON RODEO DRIVE PODCAST

The audience for Only on Rodeo Drive is 18–75, affluent, diverse international, educated, male and female and non-binary. They are consumers of fashion, fine jewelry, art, design, architecture, cars, cosmetics and travel. They engage in social media several times a day and follow their favorite brands on social media.

Only On Rodeo Drive listeners are both local residents, creative travelers from around the world who often combine business travel with shopping as well as shopping as part of a vacation, and individuals interested in luxury lifestyle, fashion and visual culture. They tune in to podcasts on the go and listen in while driving, exercising, or partaking in their favorite recreational pursuit.

## WHO LISTENS?



Episode 1 - VIP - Bronwyn Cosgrave meets Booth Moore - West Coast Bureau Chief of WWD - and together they explore the innovations and inimitable VIP services and amenities which are uniquely experienced by Rodeo Drive top customers.

Episode 2 - Rodeo Drive and Fashion Month - Rodeo Drive's buyers and retailers reveal what customers can expect to find Only On Rodeo Drive from the fall/winter 2020 ready to wear shows staged in New York, London, Los Angeles, Milan and Paris.

Episode 3 - Rodeo Drive & Hollywood - This episode will travel back and time to explore how Rodeo Drive was developed during Golden Era Hollywood as well as why and how celebrities remain vital to Beverly Hills retail culture.

Episode 4 - Rodeo Drive & Technology - Rodeo Drive is world renowned for craftsmanship but how are high tech innovations enhancing customer service and the experiences on Rodeo Drive.

Episode 5 - Car Culture - Timed to air with June 21 Concours d'Elegance, listeners will get behind the wheels of the most dazzling automobiles which have graced Rodeo Drive and understand why motoring is integral to the environ.





## **ONLY ON RODEO DRIVE PODCAST**

## **FORMAT**

### **WEEKLY/INTERVIEW-LED**

Only On Rodeo Drive will air weekly - everywhere podcasts are found - as an in-depth interview-led podcast.

### **8 EPISODES PER SEASON / 30 MINS PER EPISODE**

Each season will be composed of eight episodes with a running time of 30 minutes.

### **“BEST OF” EPISODES**

As seasons renew, shorter "best of" episodes will be uploaded to ensure that Rodeo Drive's unique messaging is reaching customers around the world



## **ONLY ON RODEO DRIVE PODCAST**

## **DIGITAL DISTRIBUTION AND SOCIAL MEDIA**

### **RODEO DRIVE WEBSITE**

The podcast will be available on Rodeo Drive's newly-designed website as a dedicated menu item summarizing the series and each episode. Website visitors can listen directly at <http://rodeodrive-bh.com/>

### **SOCIAL MEDIA CHANNELS**

The podcast will be available on and will leverage Rodeo Drive's expanding social media followings - Instagram 45.6k and Facebook 73,000 - and will be amplified through the social channels of participating talent, guests, brands, businesses and the media.

### **PODCAST PLATFORMS**

The podcast will be available everywhere podcasts are found: Apple Podcasts, Bluburry, Digital Podcast, Googleplay, iHeartRadio, SoundCloud, Spotify and Stitcher.



## ONLY ON RODEO PODCAST

## COMMUNICATIONS AND LAUNCH PLAN

A comprehensive and dedicated communications and marketing plan to support the launch of the podcast will be implemented to ensure the success of the project and to amplify new voices and compelling storytelling about Rodeo Drive.

### GOALS AND OBJECTIVES

To position Only on Rodeo Drive as a first and unique podcast for Rodeo Drive within the fashion, luxury, retail, art, design, culture and media landscape

Bring Rodeo Drive - an iconic and contemporary international hub for fashion, luxury and entertainment - to life via podcast technology offering unprecedented insights and access to the behind the scenes and the people who have made and continue to make Rodeo Drive one of the world's most coveted and glamorous luxury destinations

Reach a multi-generational audience of global influencers around the world

Offer a new and immersive way to experience Rodeo Drive in personal, leisure time.

Amplify the current Rodeo Drive messaging and secure media coverage contextualizing Rodeo Drive as a leading, voice in the international fashion, luxury and entertainment conversation.



## **ONLY ON RODEO PODCAST**

### **PRE-LAUNCH**

Advance media and social media planning and targeting, distribution planning, preparation of messaging and assets and timeline for communications.

### **LAUNCH CAMPAIGN**

Local, national and international press announcement to broadcast, print, digital and social channels

Email announcement to targeted email list of individuals in fashion, luxury, design, architecture, media and entertainment including local constituents.

Distribution of podcast on all major listening platforms (Apple Podcasts, Bluburry, Digital Podcast, Googleplay, iHeartRadio, SoundCloud, Spotify and Stitcher)

Rodeo Drive website launch

Social media launch campaign on RD channels (and City of Beverly Hills channels TBA).

Newsletter to RDC board members and merchants

Submission to podcast ranking services

Podcast launch event on Rodeo Drive

(City of Beverly Hills's marketing channels to be explored)

### **CAMPAIGN TO SUPPORT EACH EPISODE RELEASE**

Dedicated press release and targeted media pitching for each episode

Social media activation for each release on RD and participants' channels

Rodeo Drive website pre-promotion and posting

Dedicated email newsletter for each episode

Live recordings on Rodeo Drive

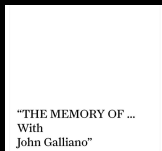
### **ADDITIONAL MARKETING AND COMMUNICATIONS OPPORTUNITIES**

Media and brand partnerships, live recordings and related events, dinners with participants, panels and tie-ins to key events on luxury, fashion and cultural calendar, paid digital advertising in local and global media, for example Beverly Hills Courier, WWD, Vogue Arabia, amplification for RD events such as Concours D'Elegance.

## **COMMUNICATIONS AND LAUNCH PLAN**



NOTABLE FASHION PODCASTS BY LUXURY BRANDS AND RELATED BUSINESSES AND MEDIA LISTED BY RANKING



**The Memory of... with John Galiano by Maison Margiela**  
4.8-star rating



**Gucci Podcast by Gucci**  
5-star rating



**Dream It Real by Coach**  
3.7-star rating



**The Cutting Room Floor by Omondi**  
4.9-star rating



**Métier Class: 3.55, by Chanel**  
4.9-star rating



**Fashion Unzipped by The Telegraph**  
4.7-star rating



## TOP RATED FASHION PODCASTS ON APPLE PODCASTS



**WARDROBE CRISIS** by Clare Press  
(VOGUE)  
5.0-star rating



**Pop Fashion**  
4.7-star rating



**Dressed: The History of Fashion,**  
by iHeart Radio  
4.5-star rating



**Fashion is Your Business -**  
**A retail technology podcast**  
4.8-star rating



**The Business of Fashion, by**  
**The Business of Fashion**  
4.8-star rating



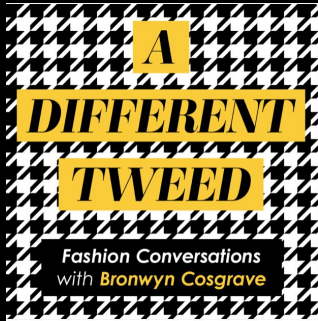
**A Different Tweed - Fashion**  
**Conversations with Bronwyn Cosgrave**  
5.0-star rating



**Fashion: No Filter**  
4.8-star rating



**Unravel, a Fashion Podcast**  
4.2-star rating



*A Different Tweed – Fashion Conversations with Bronwyn Cosgrave* is an in-depth interview podcast which is described as “fashion’s equivalent to Inside The Actors Studio.” Leading professionals reveal their craft, creative process and personal journeys.

*A Different Tweed* charts internationally on Apple Podcasts ranking top 3, top 10, top 50, top 100 and top 150 over the course of 2019.



wreckedbeauty, 2019-07-17

### Gorgeous listen!

This podcast is articulate and elegant. Both producers are well-spoken and passionate about their guests' work. A delight.



ckurnik, 2019-04-26

### Unparalleled Insight

Bronwyn and Mosha are exceptional story tellers with unparalleled insight into fashion's major events, trends and people. Can't wait to learn more from *A Different Tweed*!



Susan.Burton, 2019-10-21

### Knowledgeable Host, Inspiring Talk!

A friend recommended this podcast and I'm hooked! Bronwyn is an expert interviewer who produces charming, enlightening, and intimate moments with her A list fashion guests. I'm looking forward to the next episode!



# ONLY ON RODEO DRIVE PODCAST

# BUDGET

ITEM	US\$
<b>TALENT</b> (Host/s, influencer guests)	\$15,000.00
<b>PRODUCTION</b> Production advisor Research & development Wrangling & booking Editing Engineer/mixing Post production Music research & licensing Distribution to podcast platforms	\$20,000.00
<b>AUDIENCE ENGAGEMENT/MARKETING &amp; PR</b>	\$ 5,000.00
<b>TOTAL COST SEASON ONE/8 EPISODES</b>	<b>\$40,000.00</b>





A NEW PODCAST  
ONLY ON RODEO DRIVE

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# Item 4



## STAFF REPORT

**Meeting Date:** February 27, 2020  
**To:** City Council Liaisons  
**From:** Nancy Hunt-Coffey, Assistant City Manager  
**Subject:** Request by Rachmaninoff Competitions & Festivals for support for 2021 competition and 2023 festival  
**Attachment:** Request letter

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Based on a recommendation by Mayor Mirisch, staff met with Mr. Armen Ter-Tatevosian of the Rachmaninoff Competitions and Festivals and Mr. Vladimir Chernov of the UCLA Herb Alpert School of Music. Mr. Ter-Tatevosian is interested in holding the Final Round of the 2021 Rachmaninoff Piano Competition in Beverly Hills, which was the home of Sergei Rachmaninoff. Mr. Ter-Tatevosian is interested in using one of the City's days at the Wallis Annenberg for the Performing Arts (Wallis) for this competition, preferably to be held on April 3 or April 4 2021.

Additionally, Mr. Ter-Tatevosian requests the City's support of the First Rachmaninoff International Vocal Competition which will be held in June 2023. The request is for use of the Wallis for 7-8 consecutive days, financial assistance for the festival, and help in identifying individuals who could serve on the organizing committee for the festival. Staff is checking with Mr. Ter-Tatevosian regarding whether fewer days would be acceptable to still host the festival and the type of financial assistance that is sought. Additionally, staff will discuss the festival with Wallis staff to see if they would be willing to host the festival directly (rather than using City dates). Additional information will be provided at the liaison meeting.



RACHMANINOFF  
COMPETITIONS & FESTIVALS

February 6, 2020

Ms. Nancy Hunt-Coffey  
Assistant City Manager  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Nancy,

Per your request I am attaching information about the proposed 2023 First Rachmaninoff International Vocal Competition and Festival you requested for the City of Beverly Hills consideration. I would be happy to provide any additional information the city may want in order to fully consider the request.

In regards to the 2021 Rachmaninoff International Piano Competition for young pianist:

The Rachmaninoff piano competition is tentatively scheduled for February 28 – March 4, 2021 in City of Pasadena. However, we would like to present the Final Round of the Piano Competition (with symphony orchestra) in Beverly Hills if the city would provide us the Bram Goldsmith Theater of the Annenberg Center for the Performing Arts for at least one day and partial funding to cover some of the expenses related to the production of the event in Beverly Hills.

Also, we will be glad to consider presenting the Final Round of the 2021 Rachmaninoff Piano Competition as a joint production with the Annenberg Center for the Performing Arts if the management of the arts center would be interested and would like to include this event as part of their programming for the 2020-2021 season.

If the Bram Goldsmith Theater is not available on April 3 or 4, 2021 we can consider rescheduling the Piano Competition for a later date (May-June).

Thank you.

Sincerely,

Armen Ter-Tatevosian  
President and CEO

## 2023 RACHMANINOFF INTERNATIONAL FESTIVAL

Dedicated to Sergei Rachmaninoff 150<sup>th</sup> Birthday Anniversary

### **Sergei Rachmaninoff (1873-1943)**

Sergei Rachmaninoff is widely considered one of the finest pianists of all time and, as a composer, one of the last great representatives of Romanticism in classical music. Rachmaninoff was a Russian-born composer who later in life became an American citizen. As a performer, composer, and conductor, Rachmaninoff is remembered as one of the true artistic geniuses of the late nineteenth and early twentieth centuries.

Rachmaninoff made his first tour of the United States as a pianist in 1909, an event for which he composed the now famous Piano Concerto No. 3.

A list of compositions by Rachmaninoff includes four piano concertos and The Rhapsody on a Theme of Paganini. Works for piano solo include Prelude in C-sharp minor, Études-Tableaux, Six moments musicaux, the Variations on a Theme of Chopin and the Variations on a Theme of Corelli.

Rachmaninoff also wrote two major a cappella choral works—the Liturgy of St. John Chrysostom and the All-Night Vigil (also known as the Vespers). Other choral works include a choral symphony called The Bells, the cantata Spring, the Three Russian Songs, and an early Concerto for Choir (a cappella). Rachmaninoff also composed a number of works for orchestra alone. The three symphonies: No. 1 in D minor, Op. 13 (1895), No. 2 in E minor, Op. 27 (1907), and No. 3 in A minor, Op. 44 (1935–36).

Rachmaninoff died on 28 March 1943, in Beverly Hills, California, just four days before his 70th birthday.

### **Festival Description**

‘Rachmaninoff Competitions and Festivals’ is a registered U.S. trademark owned by the exclusive producer of the event in United States, International Competitions and Festivals (a California non-profit 501 (c)(3) corporation). Rachmaninoff Competitions and Festivals events are presented on the highest international artistic and organizational level.

In 2023, in honor of Rachmaninoff’s 150<sup>th</sup> Birthday Anniversary Festival, plans are being put into place to stage all three S. Rachmaninoff operas (American premieres), which will perhaps be realized in cooperation with the Washington National Opera and major Russian and international opera houses. The festival will also include the Fourth Rachmaninoff International Piano Competition and the First Rachmaninoff International Vocal Competition, symphonic, choral and chamber music concerts, and Rachmaninoff exhibitions. In addition, S. Rachmaninoff will be honored by a Star on the Hollywood Walk of Fame. The festival events will be concluded with a final concert in Washington, D.C.

We would like to explore the possibility of presenting the First Rachmaninoff International Vocal Competition and Festival in Beverly Hills, California in June 2023 at the Wallis Annenberg Center for the Performing Arts. Simultaneously with the Vocal Competition, a Rachmaninoff exhibition could also be

presented at the Wallis Annenberg Center for the Performing Arts (or in another suitable venue in Beverly Hills).

The Rachmaninoff International Vocal Competition will have three rounds. The Jury of the Competition will be comprised of world famous musicians. The competition jury will choose six finalists who will perform in the competition's Final Round with a symphony orchestra. Winners of the competition will receive sizable cash prizes and concert engagements.

### **Festival needs in Beverly Hills**

To present the First Rachmaninoff International Vocal Competition and Festival in Beverly Hills in June 2023, we will need the following:

1. Availability of the Wallis Annenberg Center for the Performing Arts for approximately 7-8 consecutive days.
2. Financial assistance towards the budget of the event.
3. Help in identifying individuals who could serve on the Beverly Hills Organizing Committee of the 2023 Rachmaninoff Festival / Rachmaninoff First International Vocal Competition in Beverly Hills.

In previous years, the Rachmaninoff Competitions and Festivals were supported by the city mayors of Moscow (Russia), Pasadena and Los Angeles. We are hoping that the First Rachmaninoff International Vocal Competition and Festival in 2023 will be presented under the auspices of the Mayors of the City of Beverly Hills and Moscow, and now ask for your consideration of this request. Backing by the City of Beverly Hills could very well help secure some financial support for the project from the City of Moscow.

### **Conclusion**

There are very few significant international music and vocal international competitions found anywhere in the United States. Therefore, presenting an international event such as the First Rachmaninoff International Vocal Competition and Festival in Beverly Hills will attract large, enthusiastic audiences from near and far, further building Beverly Hills as an even greater cultural tourism destination.

Potentially, the Rachmaninoff International Vocal Competition and Festival could become a permanent high profile and prestigious cultural international event (held periodically) in the City of Beverly Hills.