



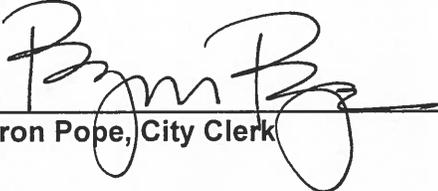
Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Wednesday, January 31, 2018
4:00 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) Request from Beverly Hills Residents for Persian Nowruz Banners
- 3) Request by Rodeo Drive Committee to Reallocate Funding for a Proposed Event on February 25, 2018
- 4) Adjournment


Byron Pope, City Clerk

Posted: January 30, 2018

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



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Item 2

MEMORANDUM

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

FROM: Huma Ahmed, Community Outreach Manager

DATE: January 31, 2018

SUBJECT: Request from Beverly Hills Residents for Persian Nowruz Banners

ATTACHMENT:

1. City Banner Policy
2. Beverly Hills Resident Letters of Support
3. Sample Artwork – Nowruz Banner (Farhang Foundation)

INTRODUCTION

The City has received a formal request from local residents for the City Council Liaisons to consider the installation of banners commemorating Nowruz (New Day) in March of this year. This is a non-religious, secular festival which welcomes the start of spring and the beginning of the Persian New Year.

This item is being brought to the Rodeo Drive Committee/Special Events Liaison Committee for consideration and direction.

DISCUSSION

Per City policy (Attachment 1), banners placed on Beverly Hills street poles are an important medium for providing notice to residents and businesses about special events. Because of the significant economic benefits gained from tourism, the City has a strong interest in promoting City-sponsored and City-funded programs.

The initial request received by the City was to consider the installation of banners promoting a Nowruz event hosted by the Farhang Foundation ("Foundation") at UCLA on March 10. The Foundation is a non-profit organization focused on celebrating and promoting Iranian art and culture for the greater community at large and is based out of Los Angeles. It should be noted, that a significant number of their membership reside in Beverly Hills.

Since the City's banner policy does not allow for the advertisement of non-Beverly Hills based events and programs, the request was then revised to install artistic Nowruz banners only, without providing information on the Los Angeles event nor the name of the sponsoring organization. It is proposed that the final art design will only note that it is the Persian New Year with no event dates at UCLA and with no reference to the Foundation.

Beverly Hills is home to a significant Persian resident population. Nowruz is the Persian New Year that has been celebrated worldwide for over 3,000 years by people of very diverse ethnolinguistic communities. Nowruz falls on the first day of the vernal equinox which typically occurs on March 21. Nowruz marks the first day of the month on the Persian calendar.

This will be the first time the City will formally consider the installation of Nowruz banners in the community. Letters of support for the banner installation from local community members have also been included in this report (Attachment 2).

Should the Council Liaisons approve this request, then the following items are for consideration:

- Banner Timeframe: Banners be placed from the beginning of March until just after Nowruz on March 21.
- Banner Location: It is proposed that ten (10) street pole banners be placed near the intersection of Wilshire Boulevard and Santa Monica Boulevard with one (1) horizontal street banner at that intersection. (Currently scheduled banner installations for these locations are for the annual Earth Day event in Beverly Hills. The schedule would need to be revised under this new request.)
- The artwork as submitted by the Foundation (Attachment 3) be replicated by the City. The Foundation has agreed that the City may use the artwork for their banners without listing the name of the organization and/or UCLA event on the banners in Beverly Hills.

So that these banners can be used in future years, the actual date of Nowruz will not be included on the banner. Typically, banners also include the City shield but would require discussions with the Foundation as it is their artwork.

FISCAL IMPACT

Staff has obtained an estimated cost of \$4,648 (with tax) for fabrication and installation/removal as outlined below:

Description	Per Unit	Quantity	Cost
Banners – street pole – includes installation	\$296.50	10	\$2,965.00
Banners – horizontal – includes installation	\$1435.00	1	\$1,435.00
Subtotal			\$4,400.00
Sales Tax at 9.5% on fabrication only			\$248.43
Total			\$4,648.43

Funding for this request is available in the Council approved budget for the Policy and Management Marketing budget, 48008303.

RECOMMENDATION

Staff recommends that the Council Liaisons provide direction as to whether the City should support the request. The Council Liaisons may recommend:

- Installation of ten (10) Street Pole Banners only
- Installation of one (1) Horizontal Street Banner only
- Installation of both types of banners
- No installation of banners
- Creation of City designed banners
- Banner locations

This item does not require City Council action; however, should this be approved by the Liaisons, a C item will be placed on a future City Council agenda for informational purposes.

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

January 27, 2018

Beverly Hills City Council Liaison for
Rodeo Drive Committee/Special Events
Mayor Lili Bosse and Councilmember Les Freidman

Dear Council Liaisons,

As a resident of Beverly Hills one of the qualities of the City we reside in is that I admire and appreciate many cultures who live in our beautiful community. One of the uniqueness of our City government is the ability bring the communities closer through embracing all cultures. In the last several years the street banners for Nowruz have been up throughout the City of Los Angeles. The Nowruz banners is an announcement of the arrival of spring and celebration of life, from downtown to Santa Monica and beyond.

I am hoping with this appeal, I could get the City of Beverly Hills to also join in welcoming the celebration of rebirth of the earth and start of spring and help the residents of Beverly Hills to also enjoy these cheerful moments.

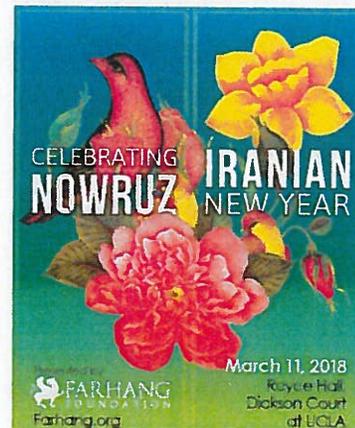
As I had mentioned before Farhang Foundation has been instrumental in introducing many aspects of Persian culture to the communities at large. This year marks Farhang's 10th Annual Celebration of Nowruz on March 11, (the largest Celebration in the world attended by over 25,000 people in 2017). This is a free event open to the general public intended for families. Over the last 9 years, banners have been displayed throughout the City of Los Angeles on over 300 street poles. It is interesting to note that the City of Beverly Hills is the only area with such a large number of Iranian American residents, but we do not have any banners displaying what is the biggest spring holiday of the year.

Nowruz is a non-religious, non-political holiday that celebrates the arrival of Spring and the Spring Solstice and can be celebrated by all.

I am hoping by putting up these street banners throughout our City, announcing arrival of such beautiful season we can mark the start of partnership and stablishing more reasons to celebrate this great nondenominational happy event together.

Yours truly,

Nooshin Meshkaty
Beverly Hills Resident



Barry R. Brucker

January 28, 2018

To: Huma Ahmed
From: Barry Brucker

Dear Mayor Bosse and Council Members,

I am in full support of street banners being placed in Beverly Hills celebrating Nowruz- The Iranian New Year. As a former City Council Member and Mayor I know how important the Iranian Community is for our country and the City of Beverly Hills. The Iranian Community has brought a rich diversity of culture, leadership, compassion, family and community involvement. Our City's diversity is our strength and the Iranian Community here in Beverly Hills has helped establish the soul of this wonderful town.

Although the event is not being held in Beverly Hills, I do think that the City placing banners here in Beverly Hills would be a celebration of our Community at large and our Iranian Community.

Warmest regards,



Barry Brucker – Beverly Hills Resident

Subject: NOWRUZ Street Banners

From

To:

Date: Sunday, January 28, 2018, 11:27:04 AM PST

Nowrooz which celebrates the beginning of Spring was formally recognized by the United Nations in 2010 as a universal festival of celebration. Millions of people around the world celebrate this festival which dates back more than three millennia. Republican and Democratic President's have recognized Nowrooz both as a cultural festival as well as a diplomatically policy dating back to Ronald Reagan and the city of List Angeles, home to the largest Iranian diaspora has joined this celebration by adorning the streets with banners. The City of Beverly Hills which is also home to a large and prominent community celebrating this festival of renewal, peace and enlightenment should join the City of List Angeles by a lowing banners for the celebration of this internationally recognized festival.

Said D. Jabbari

1/28/2018

Print Window

Subject Beverly Hills Nowruz Banners

From: [REDACTED]

To: [REDACTED]

Date: Sunday, January 28, 2018, 12:01:04 PM PST

Dear Nooshin Jaan,

My family and I would like to express our support in having Nowruz Banners in Beverly Hills. Our beautiful city has always shown their love and support to the Iranian community. It would mean so much to so many to have the Nowruz banners in honor of the Iranian New Year.

With respect and gratitude,
Haleh Gabbay



Nooshin Meshkaty

Have you seen it?

1 message

Mandana Soleiman'
To: Nooshin Meshkaty

Sun, Jan 28, 2018 at 11:29 AM

...A few more events taking place in the homes of the Iranian residents in the city during the month of March?

...A bit more traffic at local stores during the month of March?

...A particular drop in attendance in the schools in Beverly Hills on March 20th?

...Colorful and happier wardrobe worn by the Iranian community during the month of March?

The reason for above and many other celebratory gestures is Nowruz, the Iranian New Year that is celebrated by ALL Iranians secular from religion, political beliefs, gender, economic background or any other matter that creates separation for a nation.

I am Mandana Soleimani and I am a proud former employee of the City of Beverly Hills and proud parent of a Beverly Vista student who is now 24.

Through the special efforts of Farhang Foundation, this special historical event has been introduced and celebrated by Iranians and Americans for the last decade – beyond the private events.

Farhang foundation in partnership with LACMA brought this celebration to the city of Los Angeles for the last 9 years, with last year moving the event to UCLA due to popular demand and expanded participants.

People of Los Angeles have found out about the event by the colorful banners that are placed throughout the city spreading from San Fernando Valley to Orange County and from downtown Los Angeles to Santa Monica.

As an Iranian so closely connected and committed to Beverly Hills community, our ask is to bring this exposure to the City of Beverly Hills and make us once again a proud community whose footsteps would be followed by other culturally aware cities. Image of the banner requested to be placed in strategic streets of Beverly Hills can be seen below.

Best regards

Mandana Soleimani

MYRA LURIE

[REDACTED]
Beverly Hills, CA 90212
[REDACTED]

I have been a resident of Beverly Hills for 31 years and am involved in many parts of the community. I personally embrace our city's diversity and believe that we are all strengthened and enriched when we learn about the cultural heritage of others.

Having always enjoyed learning about the celebration of NowRuz, the Iranian New Year, I believe it would be lovely for our city to use its banners and other forms of marketing to recognize this holiday. Iranian residents would undoubtedly appreciate having their culture recognized and non-Iranians would have the opportunity to learn more about the customs of their neighbors. It seems like a win-win to me.

Thank you for the opportunity to express my opinion.

MYRA LURIE

From: niloufar emrani

Date: January 28, 2018 at 12:27:59 PM PST

To: Nooshin Meshkaty

Subject: Nowruz Banners

As John Lennon wished for countries without borders and love and friendship for all, for us Iranian Americans who chose Los Angeles as our home since 1979, we see every part of this city as our own city and our own home of course with a special love and dedication to BH.

When our friends from Westlake, Calabasas or Brentwood come to Saks Fifth Ave or Neman Marcuse on Wilshire Blvd for shopping or when they join us at

Via Allure or other restaurants on our busy streets of Beverly dr and Canon, you never see the sign BH only. Or when me and other residents of BH sign up at UCLA extension programs they never ask us which city we are coming from. So we are proud of ourselves and our neighboring cities that they don't draw any lines and borders for us.

When we have almost 22% Iranian American population in the city of BH who celebrate Nowruz the ancient Iranian New Year, we the residents of BH will feel very proud to see banners welcoming Spring and the New year to our city.

Best Regards

Nellie Emrani

From: Sue Brucker
Sent: Sunday, January 28, 2018 9:49 PM
To: Huma Ahmed
Cc: Nooshin + Yar Meshkaty; 11-Lili Bosse; Barry Brucker
Subject: Cultural Banners

Dear Huma, Mayor Bosse and Members of the BH City Council,

One of the many reasons I have been proud to live in Beverly Hills is our ability to think outside the box and be a leader to the world, on many different fronts. One of those areas has been our model of celebrating our cultural diversity.

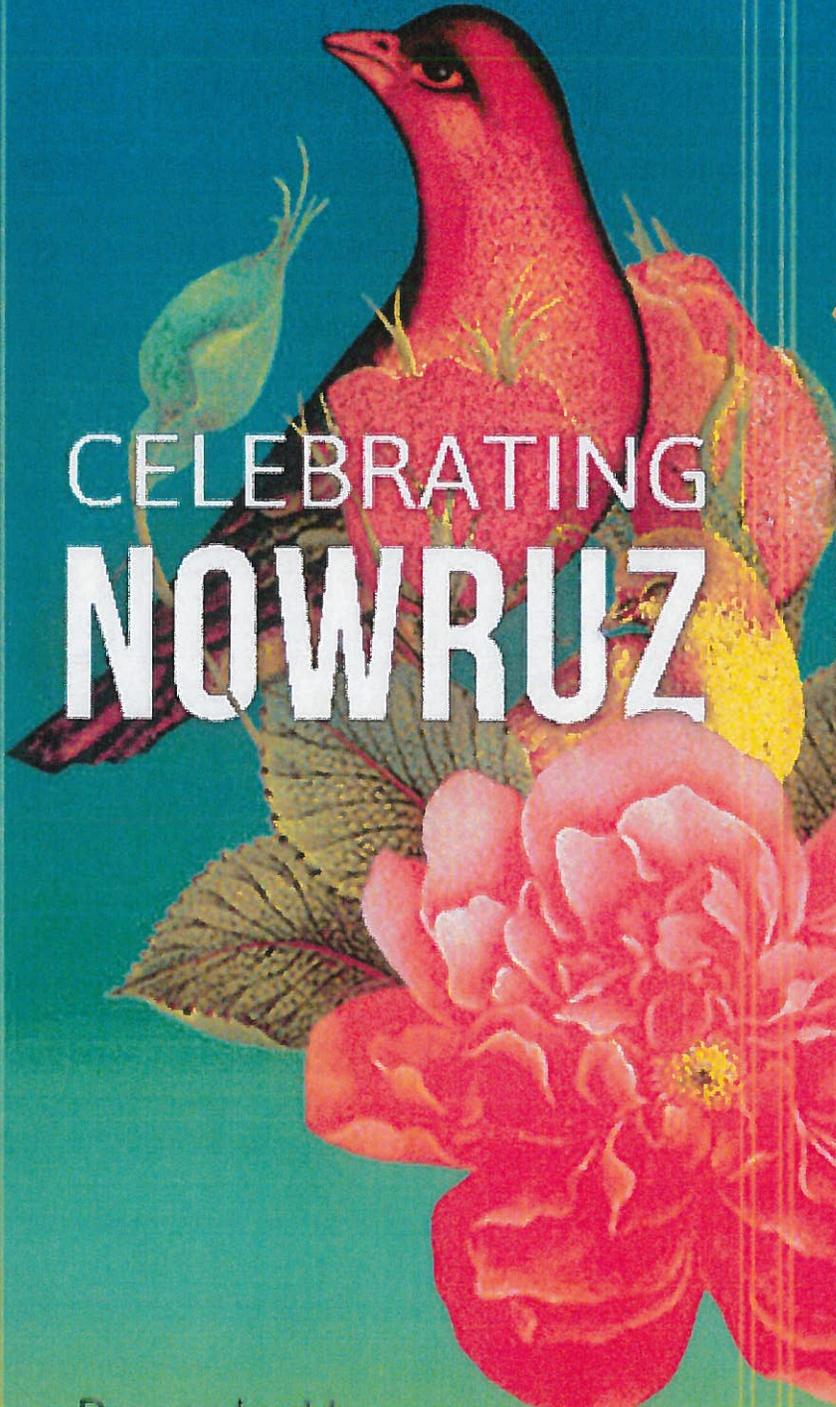
This is why I was surprised to find out that our city has denied our Iranian community to display Nowruz banners in our city. For the past nine years, throughout the County of Los Angeles, from DTLA to Santa Monica and beyond, street banners for Nowruz have been displayed. Our absence on that effort is deafening and quite frankly, something I believe we should have taken the lead on. . . especially given we allow cultural banners for the Chinese New Year to be displayed in Beverly Hills.

In our current national political landscape, where in the past year we have taken too many steps backward and it has once again become OK to become exclusive, fear diversity and allow prejudiced actions to lead our nation, I hope Beverly Hills can set an example of why inclusivity and embracing diversity is critical. . . and why we will not allow ourselves to turn the other way when we see disparity or something wrong. Please allow these Nowrouz Banners to finally be displayed.

With Much Respect,
Sue Brucker

Attachment 3

DRAFT



CELEBRATING
NOWRUZ



IRANIAN
NEW YEAR

Presented by



Farhang.org

March 11, 2018

Royce Hall,
Dickson Court
at UCLA

Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

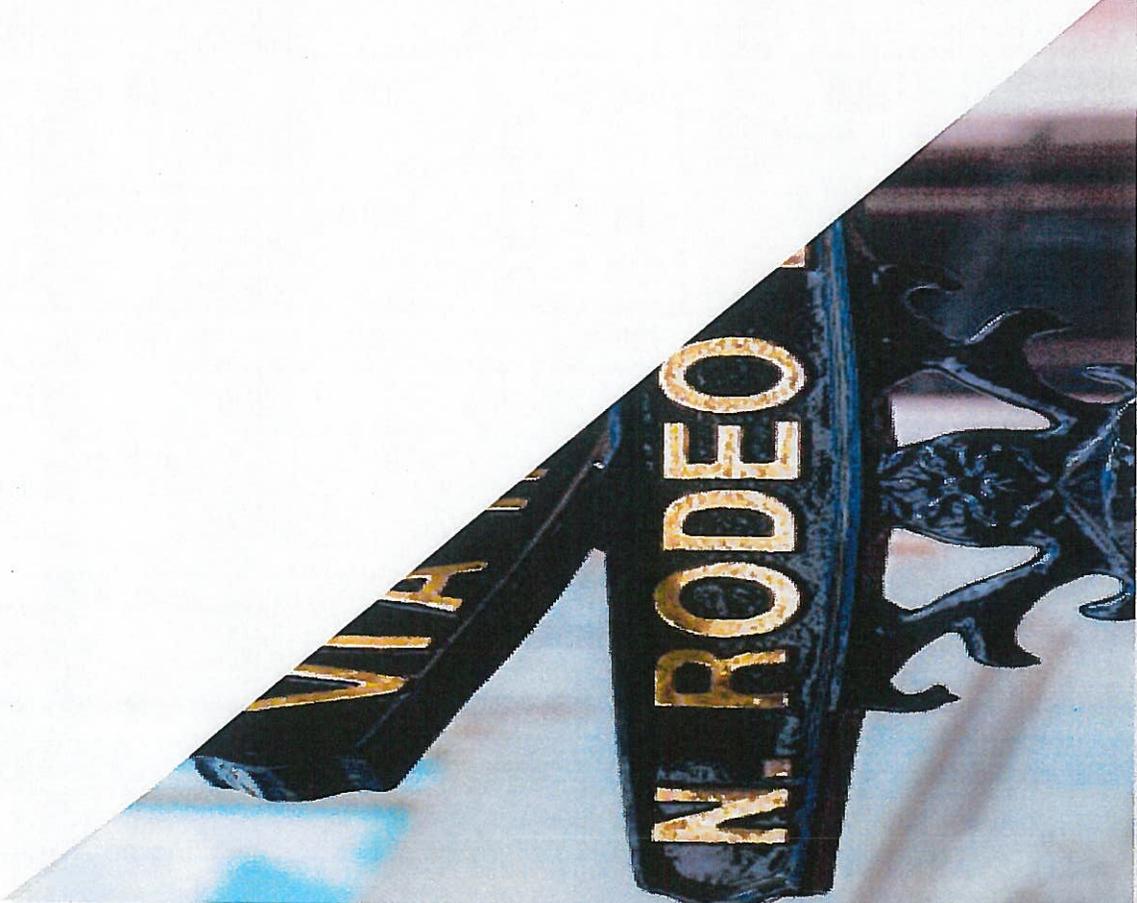
Item 3

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events
FROM: Huma Ahmed, Community Outreach Manager
DATE: January 31, 2018
SUBJECT: Request by Rodeo Drive Committee to Reallocate Funding for a Proposed Event on February 25, 2018
ATTACHMENT: 1. Rodeo Drive Committee – Runway to Rodeo/50 Years of Luxury

Presentation by the Rodeo Drive Committee

Attachment 1



❖—BH—❖
RODEO DRIVE™

**RUNWAY TO RODEO | 50
YEARS OF LUXURY**

February 25, 2018 | Rodeo Drive

PRESENTATION TO CITY COUNCIL LIAISON MEMBER - RODEO DRIVE COMMITTEE / SPECIAL EVENTS COMMITTEE.

REQUEST FOR CITY APPROVAL FOR REALLOCATION OF FUNDS

The Rodeo Drive Committee (RDC) requests a reallocation of \$252,498 total from the existing agreement between the RDC and the City of Beverly Hills (Agreement). Per the terms of the Agreement, the RDC is required to seek approval from the Rodeo Drive Committee / Special Events Council Liaison for reallocation of amounts greater than \$25,000. The RDC is not requesting additional funds - rather it is seeking to re-allocate existing funds from the FY 2017/2018 Scope of Work for Runway To Rodeo | Walk of Style event, to a modified version of the event titled "Runway to Rodeo | 50 Years of Luxury".

With City approval, the RDC requests this reallocation (with \$97,498 carried over from previous funding that was allocated to the Walk of Style Event for 2017 as part of the FY 2016/2017 Scope of Work) be approved.

The funds will be used to produce an adapted event celebrating 50 years of luxury and fashion on Rodeo Drive. The event would be centered around Rodeo Drive establishing itself as the iconic destination for international luxury shopping 50 years ago, when the first internationally recognized brand opened its doors on Rodeo Drive in 1968. This event would be free, open to members of the public, taking place during the coveted awards season, ensuring Rodeo Drive and the City of Beverly Hills stays relevant and a part of the global conversation of haute couture, luxury retail and entertainment. The reason that direction for this project has shifted is due to lack of member participation from RDC members, and it was made clear that the original proposal for "Runway To Rodeo/Walk Of Style" would not be beneficial to RDC or the City of Beverly Hills as the program stood, without at least 80% member participation.

The RDC also presents a table summarizing the amount of funds requested for reallocation, to amount to a total of \$252,498, as well as a brief presentation of the proposed 'Runway To Rodeo | 50 Years of Luxury' event.

PROPOSED REALLOCATION OF FUNDS

Current Runway To Rodeo / Walk Of Style Marketing Budget for FY 2017/2018 Scope of Work		
2017-400-38	Event Costs for Runway to Rodeo Walk of Style 2018	\$155,00
2017-400-38	Carry Over Funds from 2017 WOS	(\$97,498)
	Proposed Total reallocation to Runway to Rodeo 50 years of luxury	\$252,498

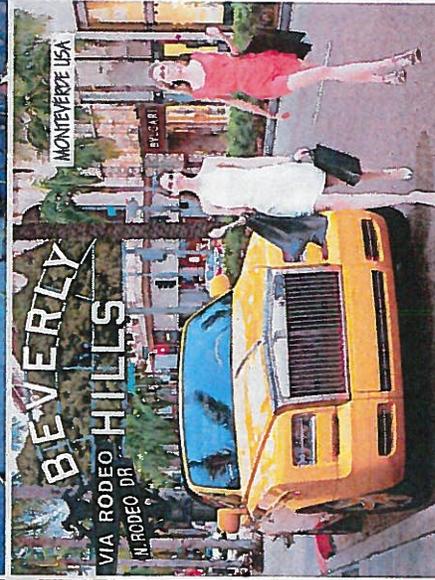
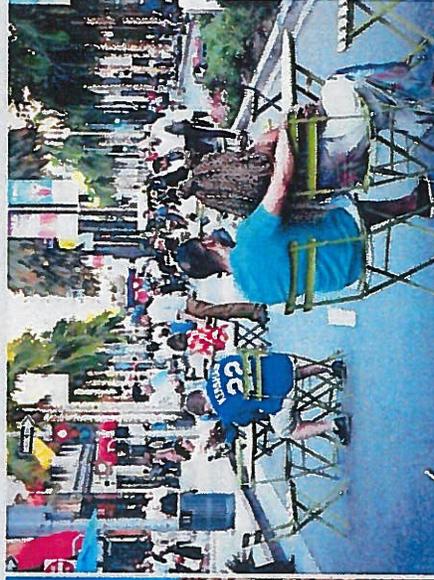
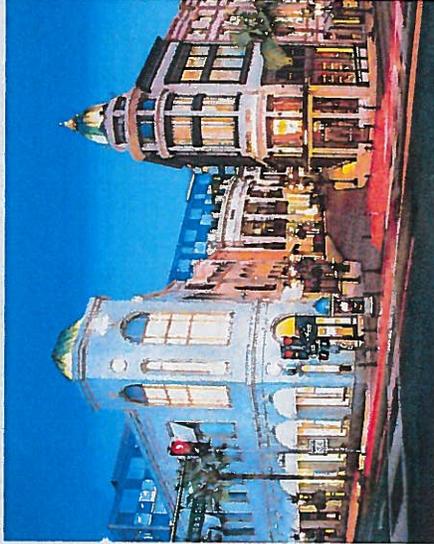
OVERVIEW | 50 YEARS OF LUXURY

In 1968, Rodeo Drive established itself as the iconic destination for international luxury shopping when the first internationally recognized brand opened its doors on Rodeo Drive - which saw an explosion of luxury fashion on the iconic street!

Let's celebrate 50 years of luxury retail on Rodeo Drive in style!

Event Details:

- **What:** An elegant and curated street party on Rodeo Drive designed to showcase and celebrate 50 years of luxury on the iconic street, with live performances, gourmet treats and more!
- **Date:** Sunday February 25th, 4:00pm - 7:00pm
- **Location:** 200 Block of Rodeo Drive
- **Who:** Press, Influencers, Rodeo Drive Retailers and VIP Clientele, Beverly Hills Dignitaries and Residents.





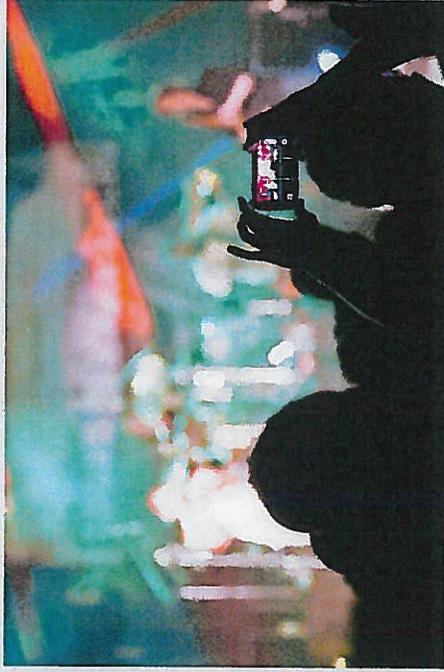
**RUNWAY TO RODEO: 50 YEARS OF LUXURY
CORE CONCEPTS**



CORE ELEMENTS | 'RODEO BANDSTAND COMES TO LIFE'

- Come see the live #ONLYONRODEO bandstand performance (composed of swing, jazz, and dancing music) getting the party started, which will elevate the event and have guests dancing in the street!
- Stage to be situated at the intersection of Dayton and Rodeo

Approximate cost: TBC



CORE ELEMENTS | STAGE DESIGN

- The stage placement and build will be similar to the design used for the Summer BOLD 2017 celebration evening (Cnr Dayton and Rodeo Drive).
- The stage design would create a branded focal point in the event for Rodeo Drive, the City of Beverly Hills, reflective of, and celebrating 50 years of luxury.

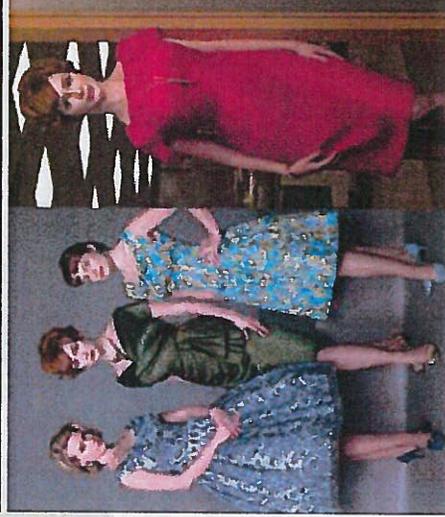
****Design pending*



CORE ELEMENTS | 'DANCE THE NIGHT AWAY'

- Professional dancers dressed in 1960's 'mad-men inspired' attire dancing within the crowd on Rodeo Drive
- They will mingle with guests, get the crowd moving, encourage dancing in the street and create an exciting and interactive visual

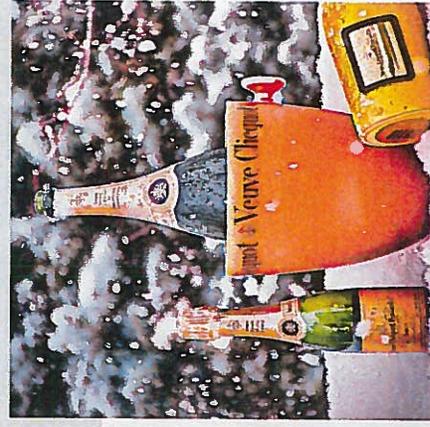
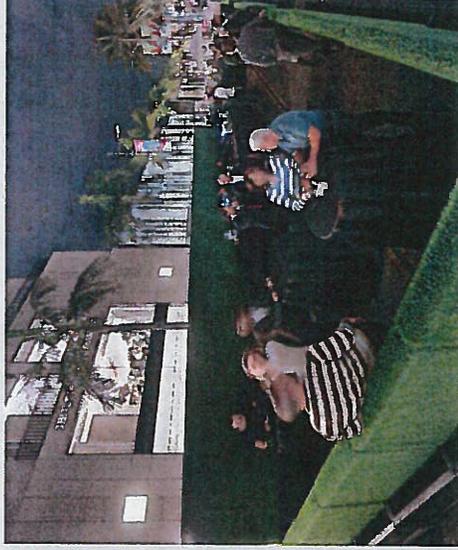
Approximate cost: 10 -15K (6x dancers)



CORE ELEMENTS | 'CHAMPAGNE GARDEN'

- Branded 'pop up' champagne garden providing beverages for duration of the event.
- Approximately 1000 guests over a 3-4 hour duration

Approximate cost - 4K

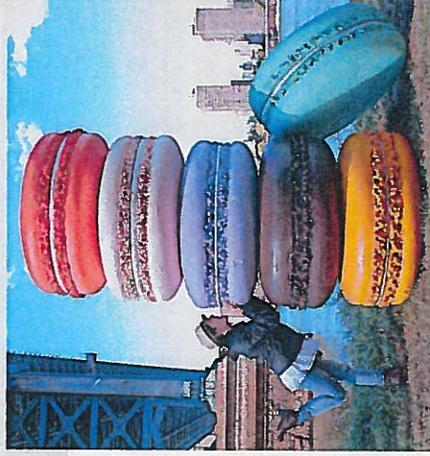


CORE ELEMENTS | MACARON HEAVEN

PROPOSED PARTNERSHIP WITH LADUREE

- 1000 x macaron boxes with custom-branded Rodeo Drive Macarons (2 per box) as an invitation to select press and influencers pre-event, and as a take-home gift to be passed out to all attendees

Estimated cost: \$5K





**RUNWAY TO RODEO: 50 YEARS OF LUXURY
ADDITIONAL CONCEPTS TO CONFIRM**

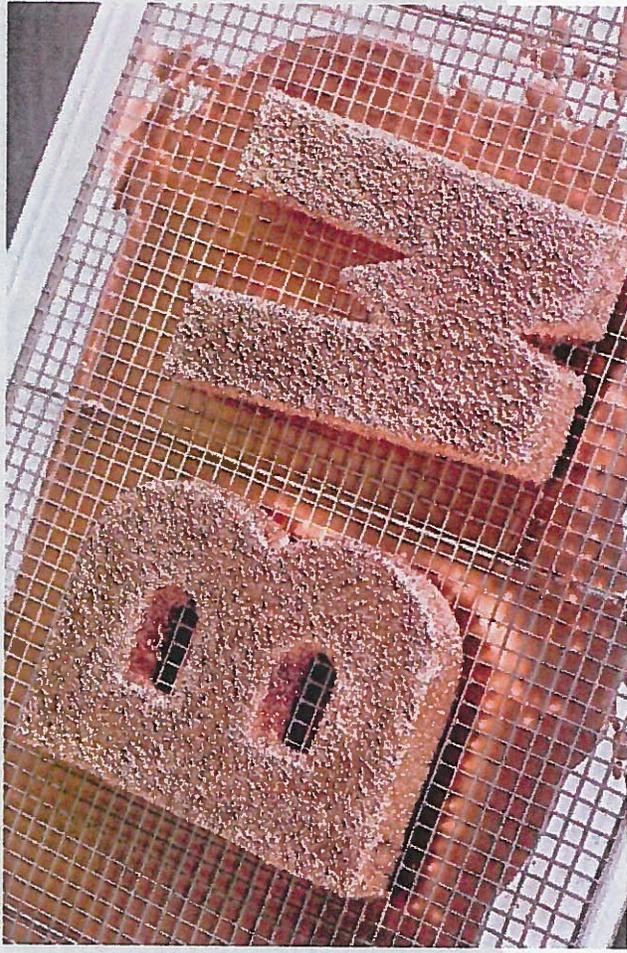


CAKE MOMENT | 24K MAGIC

WOW CAKE MOMENT *(**verbal interest expressed)*

- A monumental 24k gold cake / chocolate installation to be unveiled by Mayor Lili Bosse, as a key PR 'WOW' moment
- Surprise moment revealed with sparklers and served to guests (health department permitting needed).
- In partnership with the Beverly Wilshire and curated by celebrated pastry chef Chris Ford
- **Second option:** A beautiful, branded cake by Nahid Parsa of La Patisserie Artistique in the Rodeo Collection

Giant Cake Approximate cost allocated - 5K.



POTENTIAL FASHION PARTNER | ETRO

ADDITIONAL SPECTACLE MOMENT TWO - LIVE MODELS

- To celebrate the 50th birthday of ETRO, RDC will partner with the designer to dress models to interact with guests and serve as photo moments / live spectacle in front of a curated Step & Repeat with Rodeo Drive, City BH and Etro logos.

ETRO to provide:

- Hair / Makeup / Models to model ETRO fashion
- Provide a piece (jewellery / dress) from 'The vault' - (ie, something that has been worn by a celebrity) to be brought out for display as a 'WOW' moment.

RDC to provide:

- Branded Step & Repeat with RDC / City BH / Etro logos
- Red carpet + Press lights
- Rentals + Decor

Estimated cost: \$15K*** (with an additional \$10K approx. if model required)



ETRO

AGENCY

ADDITIONAL CREATIVE CONCEPTS

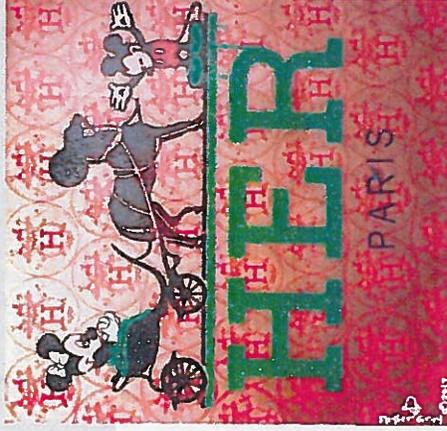
CUSTOM LIVE ART INSTALLATION

- Forbes 30 under 30 LA-based artist, Skylar Grey, to curate and produce a LIVE mural on Rodeo Drive, during the event, providing a millennial take on '50 Years of Luxury' on Rodeo Drive.
- This would be a customized mural, in a temporary location which will live on past the event to continue driving social media traffic to Rodeo Drive.



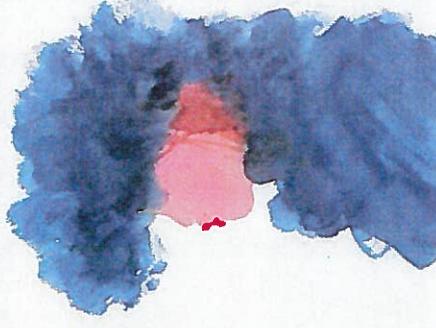
DIGITAL ILLUSTRATOR

- A digital illustrator will produce live sketches on an Ipad, connected to a live screen (A digitized version of Nick Verreos and the FIDM students from the 2017 BOLD Holidays programme).
- This sketch can be immediately sent to guests to post on their social media accounts, using the #ONLYONRODEO
- Bertrand de Miollis - [HERE](#)



ART WALK

- The Rodeo Drive median will be lined with enlarged historical photos of red carpets looks throughout the decades! This gallery will showcase iconic red carpet moments and celebrities dressed by Rodeo Drive brands.
- The display will be centred along the median, facing outwards (towards storefronts) allowing guests to walk the circumference of the street in a 'loop', viewing other activations.



50 YEARS OF LUXURY | PRESS AND INFLUENCER ATTENDANCE

- Host a pre-event influencer and press gathering with a digital partner (including a selected and curated list of high-value fashion influencers) to kick start and amplify the social + digital promotion of the event!
- Advertise and position Rodeo Drive as part of the 'longer lead' media in the broader international story of Rodeo Drive - showcasing how Rodeo Drive celebrates its milestones as THE international fashion destination!
- Advertise '50 years of luxury' throughout Beverly Hills (Flyers, Facebook, Instagram and more!)



CELEBUZZ!

People

OK!

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