



Beverly Hills City Council / 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

Monday, September 28, 2015
3:00 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) Proposed 2015 Rodeo Drive Holiday Décor Program and Lighting Ceremony

- 3) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

Byron Pope, City Clerk

Posted: September 23, 2015



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



Holiday Décor

September 25, 2015

BATTALION

DAY VIEW #1



Please note throughout:

- Any additional costs for flowers will be covered by RDC*
- Gift boxes will be kept well-within median to ensure there's no damage from traffic*

DAY VIEW #2



NIGHT VIEW #1 (with red up-lighting)



NIGHT VIEW #2 (with white up-lighting)



Gift Box Detail (with lighting from within)



Banner Designs

Double Banner Design for Median



Double Banner Design for Median



Double Banner Design for Median



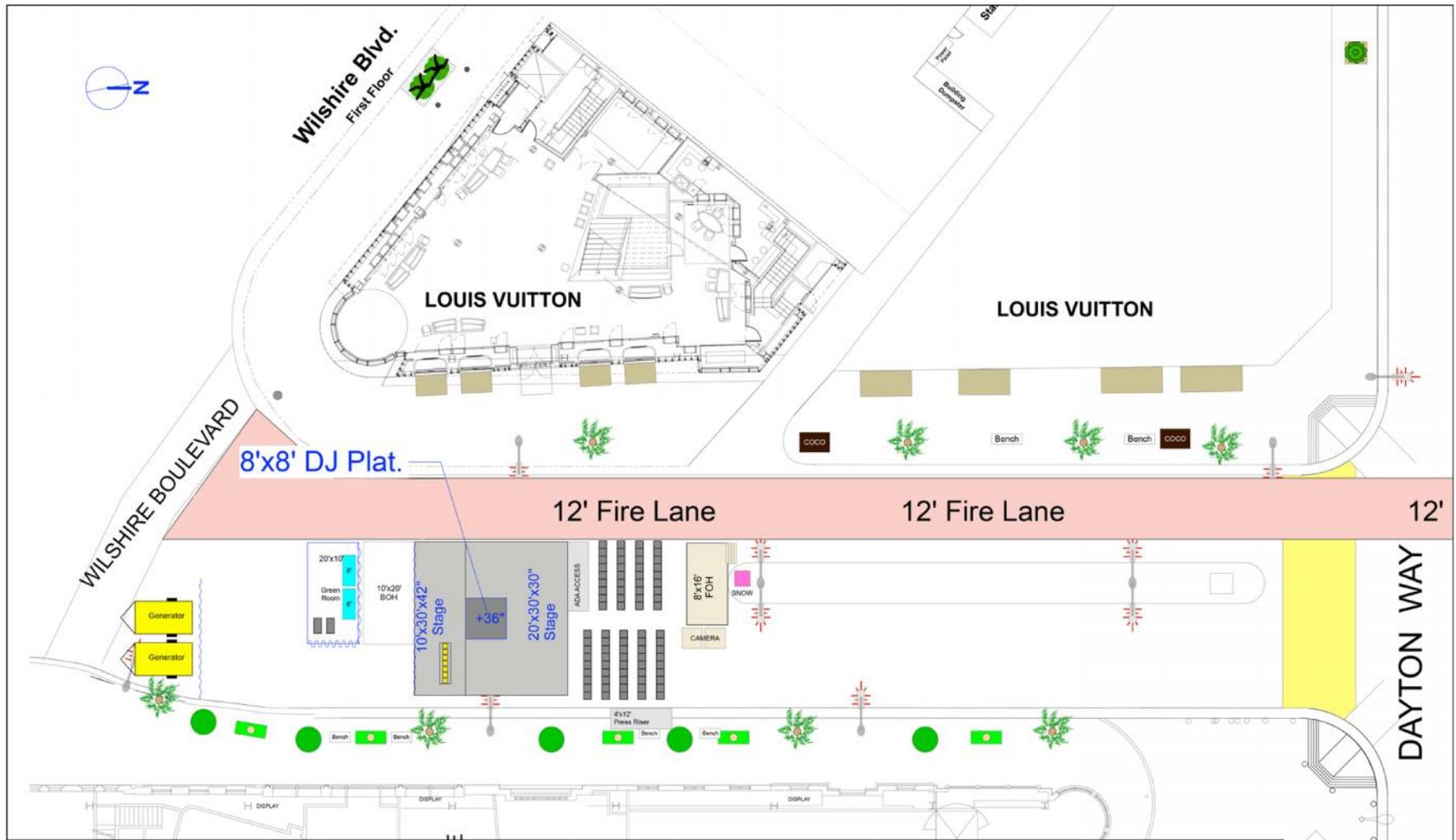
Single Banner Designs for Sidewalk



Event Overview

On Sunday, November 22 at 6pm, the Beverly Hills Holiday Lighting Ceremony will kick-off the season, bringing together civic leaders, residents and local guests. The stage will be located on the Southern end of Rodeo Drive's 200 block, facing North, and the program – to include the lighting of the holiday décor – will feature a variety of performers and musical guests with cross-generational appeal.

Holiday Lighting Ceremony: Event Layout



 <p>PRODUCTION ELEMENTS 3777 West Pop Blvd, Los Angeles, CA 90019 P: 323-833-6602 F: 323-833-6601 http://productionelements.com</p> <p><small>All information listed within including but not limited to, artwork, schematics, photographs & photographs is confidential and is the copyrighted property of Production Elements, Inc. It is intended for approved use only. The use of any portion of this information is strictly prohibited without the written consent of Production Elements, Inc.</small></p>	Event	Rodeo Drive Holiday	Event Date	Nov. 22	Install Date(s)		Strike Date(s)		Event Contact	Janine Micucci 323.251.1987	Notes
	Title	BH Holiday Lighting Ceremony v.2	Job #		Drawing Date	08-20-15	Revision #		Scale		Drawn by

Budgets & Appendix

Budget: Overview

Holiday Decor	\$150,000
Holiday Lighting Ceremony	\$88,600
Entertainment	\$66,400
Sub-total	\$305,000
Contingency	\$20,000
Total (all categories)	\$325,000
(Funding Allocated by City of Beverly Hills	\$325,000)

Budget: Holiday Décor

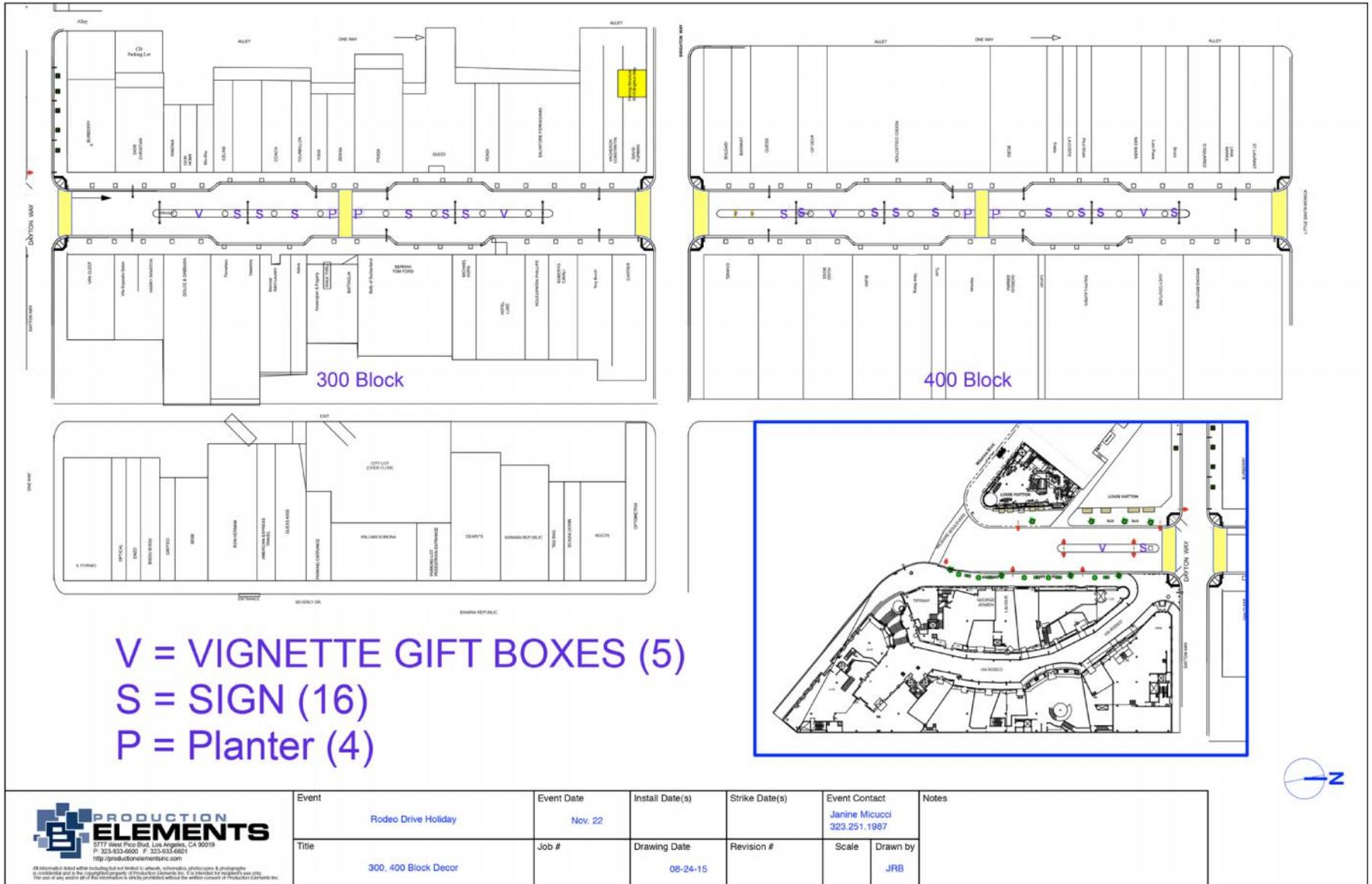
HOLIDAY DECOR	
ITEM	ESTIMATED COST
Median - Gift boxes, Lights, Decor Palm Tree Uplighting & Specialty Lighting	\$91,000.00
Banner Printing/Installation	\$5,700.00
Maintenance and Weekly Inspection	\$900.00
Inspections	\$2,400.00
Vandalism/Repairs	\$5,000.00
Renderings/Graphics	\$6,500.00
Production/Design	\$38,500.00
TOTAL, HOLIDAY DECOR	\$150,000.00

Budget: Holiday Lighting Ceremony, Entertainment

HOLIDAY LIGHTING CEREMONY	
ITEM	ESTIMATED COST
Street Closure	\$17,000.00
Staging/Lighting/Sound/Power	\$36,000.00
Ariel Camera Stands	\$1,200.00
Janitorial	\$1,000.00
Crew Meals	\$800.00
Video/Producer/Editor	\$3,000.00
Guest Escorts to Seating	\$800.00
Stage Hands	\$1,300.00
Production	\$27,500.00
TOTAL, HOLIDAY LIGHTING CER.	\$88,600.00

ENTERTAINMENT	
DJ - Michelle Pesce	\$2,500.00
Beverly Hills HS Band	\$1,200.00
Host/Celebrity Dancer/Singer	\$50,000.00
Santa and Elves	\$1,700.00
Holiday Hip Hoppers	\$500.00
Snow	\$5,000.00
Light Show	\$4,000.00
Hot Chocolate Carts	\$1,500.00
TOTAL, ENTERTAINMENT	\$66,400.00

Holiday Décor Layout

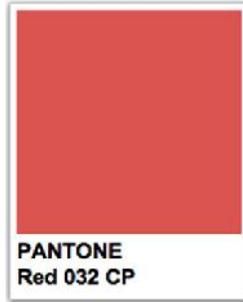


PRODUCTION ELEMENTS
 2777 West Pico Blvd., Los Angeles, CA 90019
 P 323-633-6600 F 323-633-6601
<http://productionelements.com>

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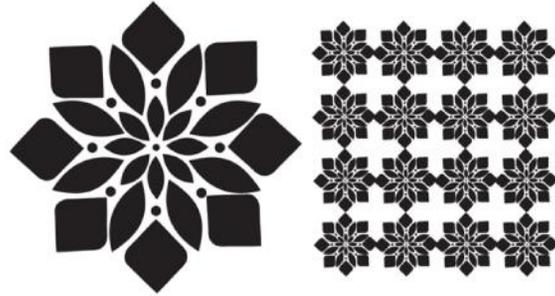
Event	Event Date	Install Date(s)	Strike Date(s)	Event Contact	Notes
Rodeo Drive Holiday	Nov. 22			Janine Micucci 323.251.1987	
Title	Job #	Drawing Date	Revision #	Scale	Drawn by
300, 400 Block Decor		08-24-15			JRB

Color Palette for Gift Boxes and Banners

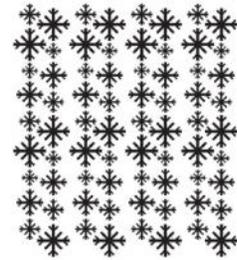


Patterns/Designs for Gift Boxes

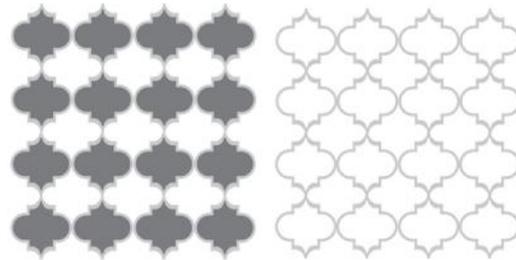
Pattern1: Pointsetta



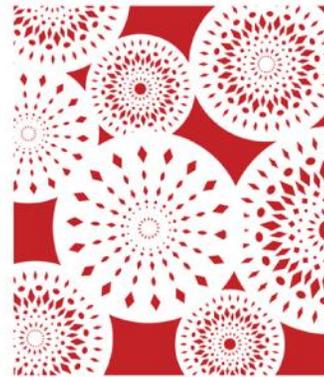
Pattern4: Snowflake



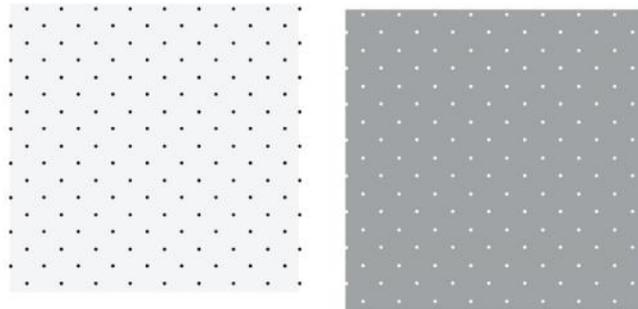
Pattern2: SimplePattern



Pattern5: SnowflakeWrapping



Pattern3: Swiss Dots



Please note that median renderings provide the closest possible depiction of the installation at this stage in the pre-production process. Depending upon final costs, the number of gift boxes – their fabrication, or the quantity of gift boxes lit from within – may vary, while maintaining the overall aesthetic.

BATTALION