



Beverly Hills City Council Liaison / CVB/Marketing 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, April 8, 2019
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 not listed on the agenda.

- 2) Beverly Hills Conference and Visitors Bureau Presentations on:
 - a. Destination Marketing Plan
 - b. BOLD Summer 2019

- 3) Adjournment

A handwritten signature in black ink, appearing to read "Lourdes Sy-Rodriguez".

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: April 5, 2019

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.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/CVB/Marketing Committee
FROM: Huma Ahmed, Community Outreach Manager
DATE: April 8, 2019
SUBJECT: Beverly Hills Conference and Visitors Bureau Presentation of Destination Marketing Plan Update
ATTACHMENT: 1. Destination Marketing Plan Proposal Summary

INTRODUCTION

This item provides information to the City Council liaisons about the Destination Marketing Plan, which was organized by the Beverly Hills Conference and Visitors Bureau (BHCVB). The attached report is a summary of work completed to date.

DISCUSSION

On August 30, 2017 the BHCVB received approval from the Beverly Hills City Council Liaisons for CVB/Marketing Committee (Bosse/Wunderlich) to develop a Destination Marketing Plan. Through a Request for Proposal (RFP) process a consultant, the Corraggio Group was hired to develop the plan. Following, on February 5, 2018, the same City Council Liaisons reviewed and approved a proposal, *Summary of the Destination Development Plan* which has since been implemented.

BHCVB focuses on tourism and marketing for the City of Beverly Hills. With that in mind, the destination plan is intended to provide strategy and visioning for the City for the next 5-10 years. Areas of focus defined by the planning group include, providing new elevated experiences for retail, hotels and public spaces and addressing infrastructure needs, while at the same time, keeping in mind the City's heritage and resident community.

Representatives from the City, Chamber of Commerce, Rodeo Drive Committee, Next Beverly Hills Committee, local businesses and property owners were included as stakeholders in the development of the plan. It should be noted, that BHCVB also worked to align areas of focus with those identified by the Mayor's Strategic Planning Committee wherever possible.

FISCAL IMPACT

The total cost for the Destination Master Plan was \$117,500. BHCVB agreed to fund \$55,000 from Fiscal Year 2016/2017 carryovers along with an additional \$12,500 from Fiscal Year 2017/2018. The City appropriated the remaining \$50,000. No other additional funds were provided.

<u>Budget</u>	<u>Cost</u>
BHCVB FY 2016/2017 Carryover	\$55,000
BHCVB FY 2017/2018 Budget	\$12,500
Additional City Funding	\$50,000
Total	\$117,500

The attached document provides a summary of the work up to date. Moving forward, BHCVB will provide next steps for the Destination Marketing Plan, which may include an implementation plan along with costs associated with each deliverable. The plan will be presented at a future meeting for City Council prioritization and approval.

RECOMMENDATION

Staff requests the City Council liaisons provide direction on the discussion item in this report specifically areas of focus, or “big moves” and the governance committee. Should the item meet liaison approval, then staff will return to the City Council for formal review and consideration of this proposal at a future date.

BEVERLY HILLS DESTINATION DEVELOPMENT PLAN EXECUTIVE SUMMARY



Tourism is a vital part of the Beverly Hills economy and contributes significantly to the high quality of life residents enjoy in the city. In 2016, spending by visitors in Beverly Hills generated \$46.6 million in lodging and sales tax revenues, which equates to 26% of the City's general fund. As a result, each household saved \$3,100 in equivalent City services.

The continued vibrancy of travel and tourism is not something Beverly Hills can take for granted. The demographics and preferences of luxury consumers are changing. And, the luxury tourism market is responding with new and enhanced accommodations, experiences, and product offerings. To ensure it remains competitive, the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau (BHCVB) created this Destination Development Plan to answer this important question:

How can we ensure our destination is as relevant 10, 15, even 20 years from now as it is today?

This executive summary of the full Plan recaps the vision for the destination, target visitor profiles, big moves, and implementation plan.

THE VISION FOR THE DESTINATION

In 2028, Beverly Hills will have redefined luxury. Whether it's relaxed and casual or formal and stylish, Beverly Hills will satisfy and delight a spectrum of personal tastes. As a beautiful, walkable village that is also a globally-renowned destination, Beverly Hills will stand apart as a destination where people can live, work or play, that is both authentic to the past and inclusive of the future. It will offer unique retail, dining, lodging and cultural experiences that are both iconic and innovative and aspirational yet accessible. Beverly Hills will continue to set the standard for luxury destinations and quality experiences worldwide.

VISITOR PROFILES

To ensure the plan would drive the type of visitors Beverly Hills seeks to attract, the Steering Committee developed a set of Visitor Profiles to create appropriate context for decision-making. The profiles reflect this effort and are based on data about Beverly Hills' current visitors, trends related to those visitor segments and aspirational visitor goals for Beverly Hills.

The five profiles are:

- Chinese Day Visitor
- Affluent Middle Eastern Families
- Urbane Foreign Couples
- Well-Heeled U.S. Travelers
- L.A. County Day Visitors

BIG MOVES

Big Moves describe actions that may be taken to ensure the long-term vibrancy of Beverly Hills as a destination. Implementation of some of these potential big moves will require additional testing and validation to ensure feasibility.

Retail Innovation:

The retail offering of the future will be forged in Beverly Hills. Customized shopping experiences that integrate the latest technology with Beverly Hills' globally-recognized heritage will top the bucket list of every person who seeks something reimaged. Local shops and the products they offer will reflect the diversity of the Beverly Hills community—both its residents and visitors—representing visionaries from all cultures and generations.

Enticing Public Spaces:

Beverly Hills will invest in the infrastructure needed to support and enhance the resident and visitor experience. The streetscape—accented by public art displays, manicured drought-resistant foliage, and custom seating—will entice people to go by foot. Unique indoor and outdoor public spaces will tempt all who come to linger as they shop, eat and play. They will also provide a home for events. Collectively, these enhancements will preserve and increase the world-class, village-like atmosphere of the Golden Triangle as well as the garden-like quality of the city. They will cement Beverly Hills as a leader in sustainable practices.

Curated Restaurant and Nightlife Experiences:

In 2028, Beverly Hills will be home to a best-in-class restaurant scene that both builds on the strong foundation that exists today and challenges convention. New chefs will tempt and delight with inspirational menus and existing establishments will continue to offer those dishes that have stood the test of time. The creation of a food hall will build both the quantity and diversity of gastronomic options in Beverly Hills and will serve a greater variety of visitors and residents. Pop-up test kitchens will showcase unique talent, serve a bevy of dishes created just for Beverly Hills and draw guests in time and again to explore what is new and fresh in the city.

Holistic Mobility Plan:

New transportation options will connect the neighborhoods and commercial districts of Beverly Hills, so residents and visitors can travel quickly and easily across the city without experiencing the frustration that traffic can bring. This may include expanding trolley use, connecting bike lanes throughout the city and establishing rideshare stops.

Wayfinding and streetscaping will support and enhance the quality of non-motorized transport within the city, making the Golden Triangle and other commercial areas more sustainable and more accessible to day visitors. Reduced vehicular traffic in Beverly Hills will necessitate plans for adaptive reuse of our parking structures.

La Cienega / Metro Corridor Redevelopment:

The La Cienega/Metro Corridor area will be re-envisioned as a vibrant destination within the city. Mixed-use construction will blend retail, dining and housing in safe, comfortable spaces. Mid-range hotels will support the commercial area by bringing additional visitor traffic. There will be a test kitchen atmosphere for new retail and culinary establishments. This dynamic neighborhood and mobility hub will serve as a beautiful gateway to Beverly Hills.

Beverly Hills is Open for Business:

Beverly Hills will send a clear message to entrepreneurs that the city is a good place to start and grow successful businesses. Improved planning and development regulations and processes, incentives for mixed-use and multi-use development and placemaking and investment grants are a few ways the City can support the creation and ongoing success of our business community.

The Redefined Five-Star Hotel Experience:

Beverly Hills hotels will have redefined the five-star stay. Hoteliers will marry never-before-experienced offerings with the impeccable, personalized service Beverly Hills hotels are known for, cementing Beverly Hills' reputation as the destination of choice for luxury travelers from around the world.

Leader in Sustainable Practices:

Beverly Hills will be globally recognized as a sustainable destination. Our commercial areas will showcase LEED-certified construction and drought-resistant green spaces. Our infrastructure will support water conservation through use of rain capture and gray water recycling. As a city, we will adopt sustainable policies such as the elimination of single-use plastic throughout the city. The work we will do to create pedestrian-friendly environments and to lessen dependence on vehicular travel will lower the city's carbon footprint.

Event Space for Mid-sized Conferences and Special Events:

A flexible event space will provide Beverly Hills a venue to host unique and exciting events, conferences, and meetings. It will enable Beverly Hills to house world class art fairs, film festivals and food and wine events that otherwise would not have a home in the city. The event space will be both a hub for resident-oriented events as well as an income generator for local businesses and the City.

Governance Committee:

A collaborative and transparent Governance Committee will provide ongoing guidance to BHCVB and the City as they implement this plan. This committee will work closely with other organizations to check on progress, adjust course as necessary and offer counsel to the organizations implementing the Destination Development Plan.

IMPLEMENTATION PLAN

BHCVB will manage and oversee implementation of the plan in partnership with the Development Plan Governance Committee. The Committee will meet semi-monthly and will include the following individuals / roles:

BHCVB

- Julie Wagner, Chief Executive Officer
- Bob Bibeault, Director of Marketing

City of Beverly Hills

- City Manager
- Timmi Tway, Senior Planner, City of Beverly Hills.
- Laura Biery, Marketing and Economic Sustainability Manager

Beverly Hills Chamber of Commerce

- Todd Johnson, Chief Executive Officer
- Blair Schlecter, VP of Economic Development & Government Affairs

Rodeo Drive Committee

- President or designee

Beverly Hills City Council

- Mayor or designee





CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/CVB/Marketing Committee
FROM: Huma Ahmed, Community Outreach Manager
DATE: April 8, 2019
SUBJECT: Proposal from the Beverly Hills Conference and Visitors Bureau for BOLD Summer 2019
ATTACHMENT: 1. Proposal from the Beverly Hills Conference and Visitors Bureau

INTRODUCTION

This item provides information to the City Council liaisons about proposed programming for BOLD Summer 2019. The attached proposal is from the Beverly Hills Conference and Visitors Bureau (BHCVB).

DISCUSSION

For the past two-years, the City has hosted BOLD, a City-funded business marketing initiative developed to attract visitors to shop, dine and stay in Beverly Hills. The initiative is a cooperative partnership between the City and the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of Commerce, the Rodeo Drive Committee and the Next Beverly Hills Committee. Based on the direction received at the Study Session on March 5, the BHCVB has developed a presentation for the City Council Liaisons to review and provide feedback. This summer will be the fifth program offered through the BOLD initiative.

The attached presentation provides programming and a budget, along with ideas for new art installations that showcase an elevated artistic 'experience' when in Beverly Hills. The BHCVB proposal highlights multiple streets within the business district, excluding Rodeo Drive. This presentation does not include programming and décor for the City, Rodeo Drive Committee and the Next Beverly Hills Committee.

BOLD Summer 2019 Programming (Proposed)

This year the proposal includes similar activities, along with new programming elements. The program has been developed similar to last year. As proposed the BHCVB would like to focus more on higher quality experiential programming such as:

- Two Curated Art Walks with Panel Discussions
- Flash Mob Activation (Per Mayoral Initiative)
- William Close & the Earth Harp Collective (multiple dates)
- Ishaara Bollywood Dance Performance
- Relocate and Refurbish BOLD Décor (which was purchased previously)
- Marketing and Seasonal Staff Support

Optional elements for consideration are installations which can be displayed for the entire BOLD Summer season:

- Janet Echelman – Internationally known American sculptor and fiber artist.
- Transformit – Vendor that offers Fabric Architecture.
- Red Hong Yi – International artist and architectural designer.

The City Council Liaisons are requested to review the conceptual designs, and provide direction on whether any of these optional elements can be included. It should be noted, that some concepts have yet to be vetted by City staff which may require infrastructure and safety review.

BOLD Holidays 2019

The report also includes time-sensitive items for BOLD Holidays 2019. While a formal holiday proposal has not been submitted by the BHCVB, the request is for the City Council Liaisons to consider two décor installations at Beverly Cañon Gardens. These items require a more extended timeline to build-out, which is why the BHCVB would like the liaisons to provide direction prior to a consolidated holiday proposal. Funding is not to be requested at time, as it will be included with the BOLD Holidays 2019 program.

FISCAL IMPACT

BOLD Summer 2019 Estimated Costs

The BOLD Summer 2019 BHCVB base estimated costs are \$372,500. There are additional options presented in the report which are not included in the base budget.

The City's Transient Occupancy Tax (TOT) for Fiscal Year 2018/2019 can currently fund up to \$380,000. Should the City Council Liaisons recommend the optional elements, staff will work with Finance to identify possible sources of funding.

Please note, BOLD Summer 2018 costs were approximately \$1.16M for all Citywide programming. The BHCVB's proposal for this year could be estimated at \$1M if all base and optional elements were to be included.

The chart provided below, lists the budget for BOLD Summer 2019 as provided by the BHCVB.

BOLD SUMMER CONTENT & COSTS	2018 Actual	2019 Proposed
BOLD Summer Marketing	\$126,996.04	\$130,000.00
Art Walks & Panel Discussions (2)	\$615.00	\$2,500.00
Flash Mob Activation	-	\$10,000.00
William Close & The Earth Harp Collective	-	\$165,000.00
William Close & The Earth Harp Collective - BCG Security	-	\$10,000.00
Ishaara (Bollywood Dance Troupe)	-	\$31,000.00
BOLD Sign & Lotus Flowers	\$50,000.00	\$14,000.00
Lyft Promotion	\$716.63	-
Serafia @ Beverly Cañon Gardens	\$1,125.00	-
Kids Dance Society	\$14,864.62	-
Zen Arts Entertainment	\$85,283.00	-
Alexa Meade (BOLD Summer)	\$80,811.78	-
BOLD Rides with Midway Car Rental	\$17,967.69	-
BHCVB Staff Hours & Overtime	\$454.50	-
Additional Team Member Assistance	-	\$10,000.00
Total BOLD Summer	\$378,834.26	\$372,500.00
BOLD Summer 2019 Optional Décor		
Janet Echelman Sculpture	-	\$275,000.00
Transformit Décor on Cañon Drive or Beverly Drive	-	TBD
Red Hong Yi - Sweet Treats	-	\$151,000.00
Red Hong Yi - Garden of Flowers	-	\$184,000.00
Relocate BOLD Sign & Lotus Flowers to alternative location	-	\$5,000.00
Add Sparklemasters product to letters B, L & D of BOLD Sign	-	\$15,000.00
BOLD Holidays 2019 (Direction / Early Approval Needed)		
Beverly Cañon Gardens Décor & Turf Replacement	-	\$84,000.00
Additional Team Member Assistance	-	\$10,000.00

RECOMMENDATION

Staff has requested direction from the City Council liaisons to provide direction on the discussion items in this report:

- Dates/Times of BOLD
- Proposed Programming for BOLD Summer 2019
- Proposed Décor Elements for BOLD Holidays 2019
- Recommendation on Funding

Should the items meet City Council Liaison approval, then staff will return to the City Council for formal review and consideration of BOLD Summer 2019 at the Tuesday, May 7 Study Session.



BOLD Summer 2019
BHCVB Proposed Programming & Decor

April 8, 2019



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Proposed Programming



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Art Walks & Panel Discussions

- Curate two (2) art walks utilizing art curator, Kate Stern, and the Beverly Hills Trolley to cover longer distances between galleries. Attendees will assemble at TASCHEN Books, or similar venue, to begin tour and conclude with a panel discussion at a participating gallery.
- Art Walk dates: Saturday, August 3 and Saturday, August 17.
- \$2,500 total cost to cover art curator, trolley and panel discussions.



Flash Mob Activation

You never know what is going to happen in Beverly Hills!

- BHCVB to curate one (1) flash mob activation during BOLD Summer.
- Flash mobs are spontaneous yet staged performances by professionals who assemble suddenly in a public space, entertain, then quickly disperse.
- \$10,000 approximate cost and as mutually agreed with the City.



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William Close & the Earth Harp Collective

- William Close is the Founder and Artistic Director of the Earth Harp Collective, an internationally renowned performance group that combines the creative forces of artists, musicians, dancers and aerialists. He is an installation artist, musician and visionary who has developed over one hundred new musical instruments, including the famed Earth Harp.
- The body of The Earth Harp rests on the stage while the strings travel over the audience, extending up to 1,000 ft. in length, and attach to the venue, turning every space into an instrument.
- The Earth Harp earned William a finalist slot on the TV show America's Got Talent and was recently named by the Guinness Book of World Records as the world's longest playable stringed musical instrument.
- BOLD Summer participation could be billed as an "artist-in-residence" arrangement.
- They are requiring a minimum of four performances.



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William Close & the Earth Harp Collective

- The Earth Harp has been installed and performed at some of the most iconic destinations in the world, such as The Coliseum in Rome, The Kennedy Center and Lincoln Center in the U.S., the temples of Vietnam, Grand Theater of Shanghai International Arts Festival, Brazil's Teatro Municipal in São Paulo, Dhow Harbour in Qatar, and major U.S. festivals like Coachella, Bumbershoot and Burning Man.
- Close has also created two permanent Earth Harp installations - one as part of Cirque du Soleil's show "Ka" at the MGM Grand in Las Vegas, and the other as part of a 1,300 seat theater aboard the Royal Caribbean International's ship Quantum of the Seas.



<https://www.youtube.com/user/closesound>

William Close & the Earth Harp Collective

Performance length ranges between 90-120 minutes – divided into 1-3 shows/sets. Creative execution to be mutually agreed by BHCVB, City of Beverly Hills and William Close.

Friday, August 2

- Install Earth Harp in Beverly Canon Gardens and run strings to Montage Beverly Hills structure and former Bouchon restaurant space.
- Focus primarily on exciting symphonic compositions of the Earth Harp accompanied by modern beats and electric piano.
- Possibility of William doing short lecture elements between songs/sets that inform the audience about the story and science behind the Earth Harp.

Friday, August 9:

- William Close performs with full Earth Harp Collective team and expands performances with new and exciting musical inventions (Drum Jacket, Drum Clouds, Drum Brella and Aquatar).

Friday, August 16:

- Remain in Beverly Canon Gardens or move to a new location (Crescent Drive / City Hall)
- Earth Harp will be strung from plaza level to top of City Hall tower;
- Incorporates full Earth Harp Collective team and all the previously mentioned Close invented instruments;
- Possibility of adding local high school choir, if available in August.

Friday, August 23:

- Grand finale performance;
- William Close & full EHC team will offer a final spectacular site-specific performance to complement the location;
- Possibility of adding Laura Bretan, opera prodigy, to lineup of finale.

William Close is proposing four (4) dates in Beverly Hills because he has an offer to perform in China during the same period.



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William Close & the Earth Harp Collective Costs

- \$100,000 for four (4) Friday evening performances
 - William Close with four (4) additional musicians
- \$40,000 for rider:
 - Sound
 - Staging
 - Lighting, if needed (sunset during BOLD Summer period in August is 7:52 PM – 7:28 PM)
 - Green Room/Hospitality
- \$25,000 for additional talent and instruments:
 - Laura Bretan, young opera prodigy, or similar (one performance)
 - Taiko Drums or similar (two performances)
- \$165,000 total cost.
- Potential venues:
 - Beverly Cañon Gardens
 - Crescent Drive / City Hall Grounds



Ishaara

- Bollywood dance troupe, Ishaara, fuses traditional Indian moves with Western flare to create an exotic realm of vivid colors, intense emotion and non-stop high energy.
- Their innovative choreography is a juxtaposition of the best elements of modern dance styles and classical Indian steps, resulting in an incredibly supercharged Bollywood experience that has won them seven first place awards in Bollywood competitions, and has most recently catapulted the group to the next level on NBC's "America's Got Talent!"



Ishaara Costs

- Performance length:
 - Two (2) sets of fifteen (15) minutes each
 - Could be incorporated with a William Close performance or curated with a stand-alone event
- Dancers: cast of twenty (20), including top America's Got Talent-level choreography, costuming, custom remixing and rehearsals.
- \$31,000 for one (1) show date.



Proposed Décor



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BOLD Sign & Décor in Beverly Gardens Park

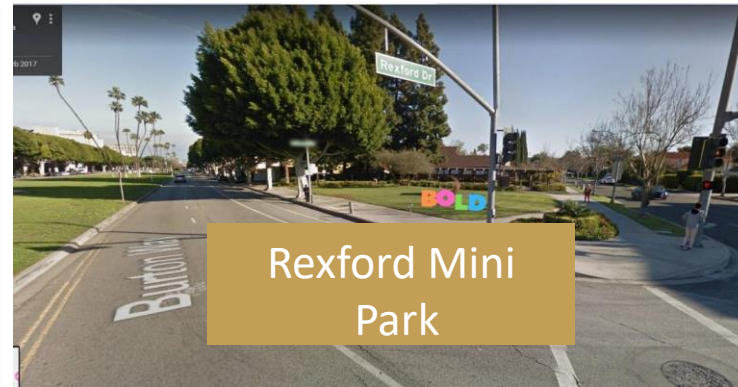
- The lighted BOLD Sign and four (4) lotus flowers returned to its current location will cost \$14,000 for installation and maintenance. Amount also includes new “O” with pink Sparklemasters, refreshed spangles for “B,” “L” and “D” letters and new exterior carpeting.
- Optional Sparklemasters product for B, L & D - in lieu of spangles - will be \$15,000.



Sparklemasters

BOLD Sign & Décor Alternative Locations

- The installation was designed specifically for the Beverly Hills Sign & Lily Pond but we can relocate. An alternative location may require new footings vs. cement blocks, etc. resulting in increased costs of up to \$5,000.



Additional Décor Options



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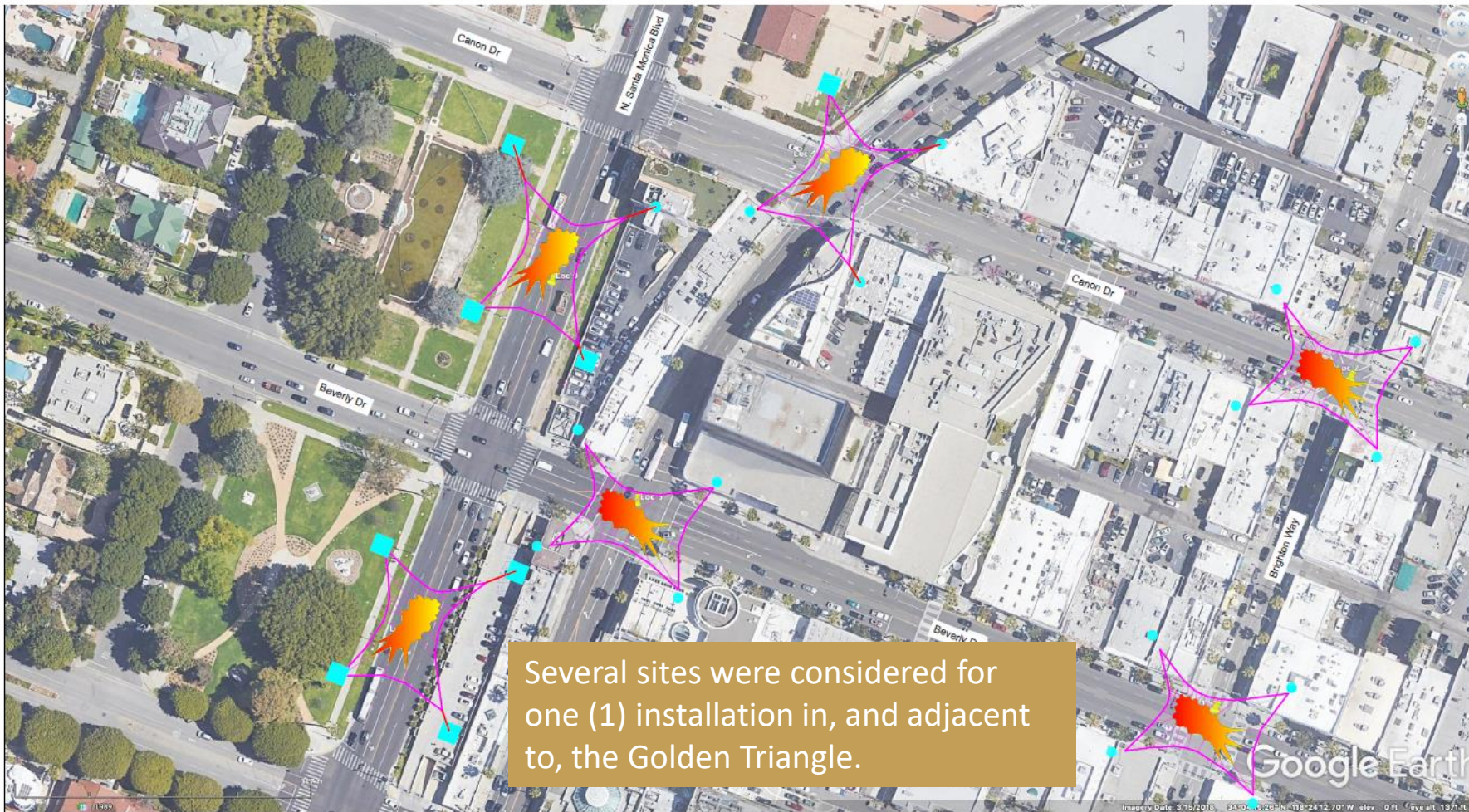
Janet Echelman

- Janet Echelman sculpts at the scale of buildings and city blocks. Echelman's work defies categorization, as it intersects Sculpture, Architecture, Urban Design, Material Science, Structural & Aeronautical Engineering, and Computer Science.
- Her work has been exhibited worldwide including Hong Kong, Dubai, Mexico City, Santiago, Boston, Sydney and London.
- Options: install overhead sculpture above North Santa Monica Boulevard, in front of The Wallis, for BOLD Summer only (August 2019) or keep installation through BOLD Holidays (August 1, 2019 – January 2020) OR through Oscars/Vanity Fair party on February 9, 2020.
- Approximate cost: \$200,000 for installation and engineering plus \$75,000 per month rental of sculpture for a total of \$275,000 for the month of August only.

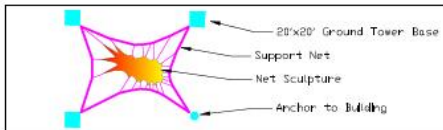


<https://www.youtube.com/watch?v=FwIC9fUI4Ew>

Janet Echelman



Several sites were considered for one (1) installation in, and adjacent to, the Golden Triangle.



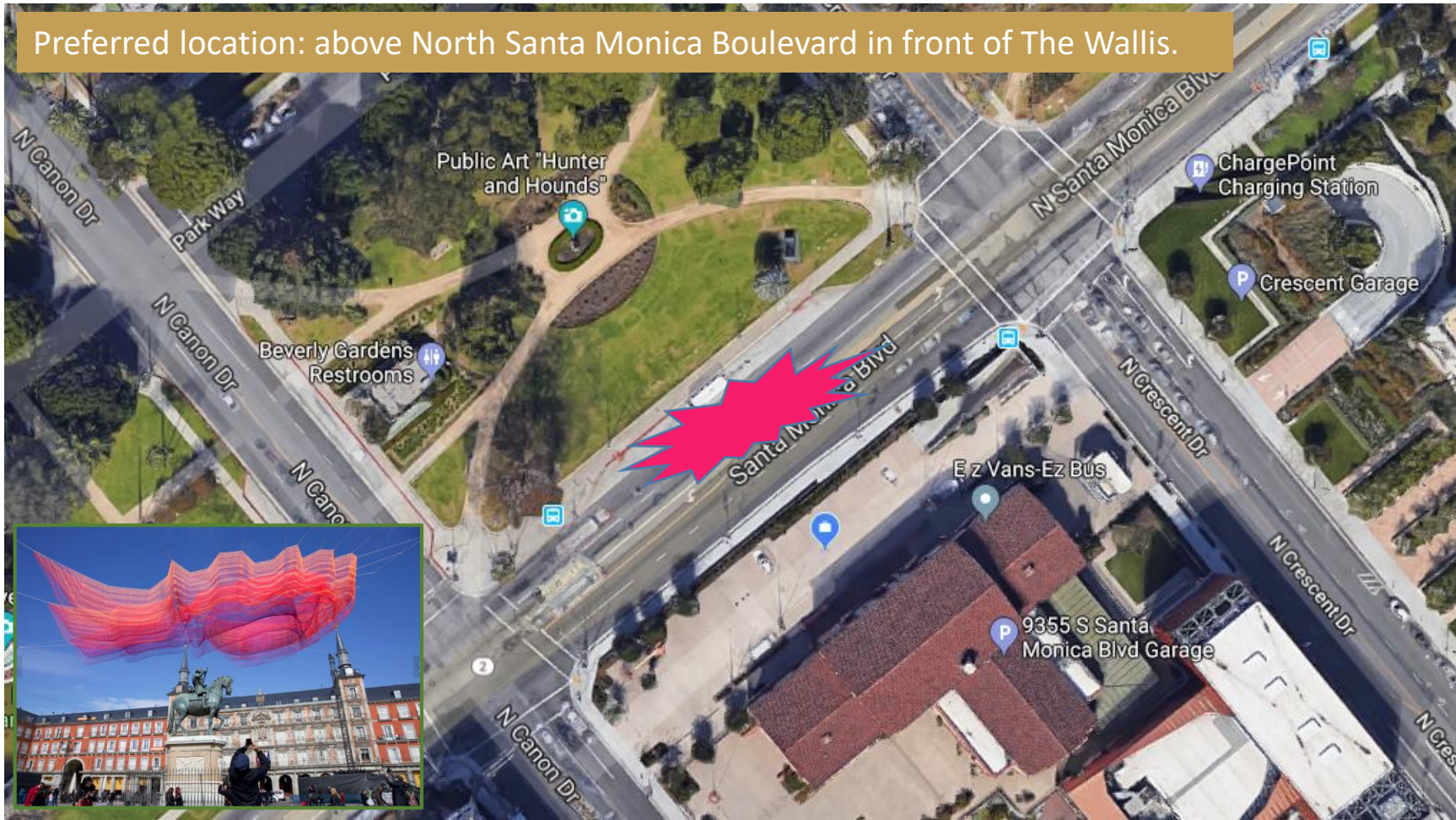
Janet Echelman Sculpture 1.8

Potential Sites: N. Santa Monica between Rodeo & Beverly, N. Santa Monica between Beverly & Canon
 S. Santa Monica at Beverly, S. Santa Monica at Canon
 Brighton at Beverly, Brighton at Canon

ECHELMAN 1.8 Site Study Potential Sites, Beverly Hills CA		Date: 08/2016 Client: Jan Echelman Project:
Note: This is a design representation only. The designer takes no responsibility for the engineering, structural, load, or other technical details. All design features herein subject to approval by appropriate engineers and clients.		
Scale: 1" = 100' North Arrow:	SHEET: 1 OF: 1	1/1

Janet Echelman

Preferred location: above North Santa Monica Boulevard in front of The Wallis.



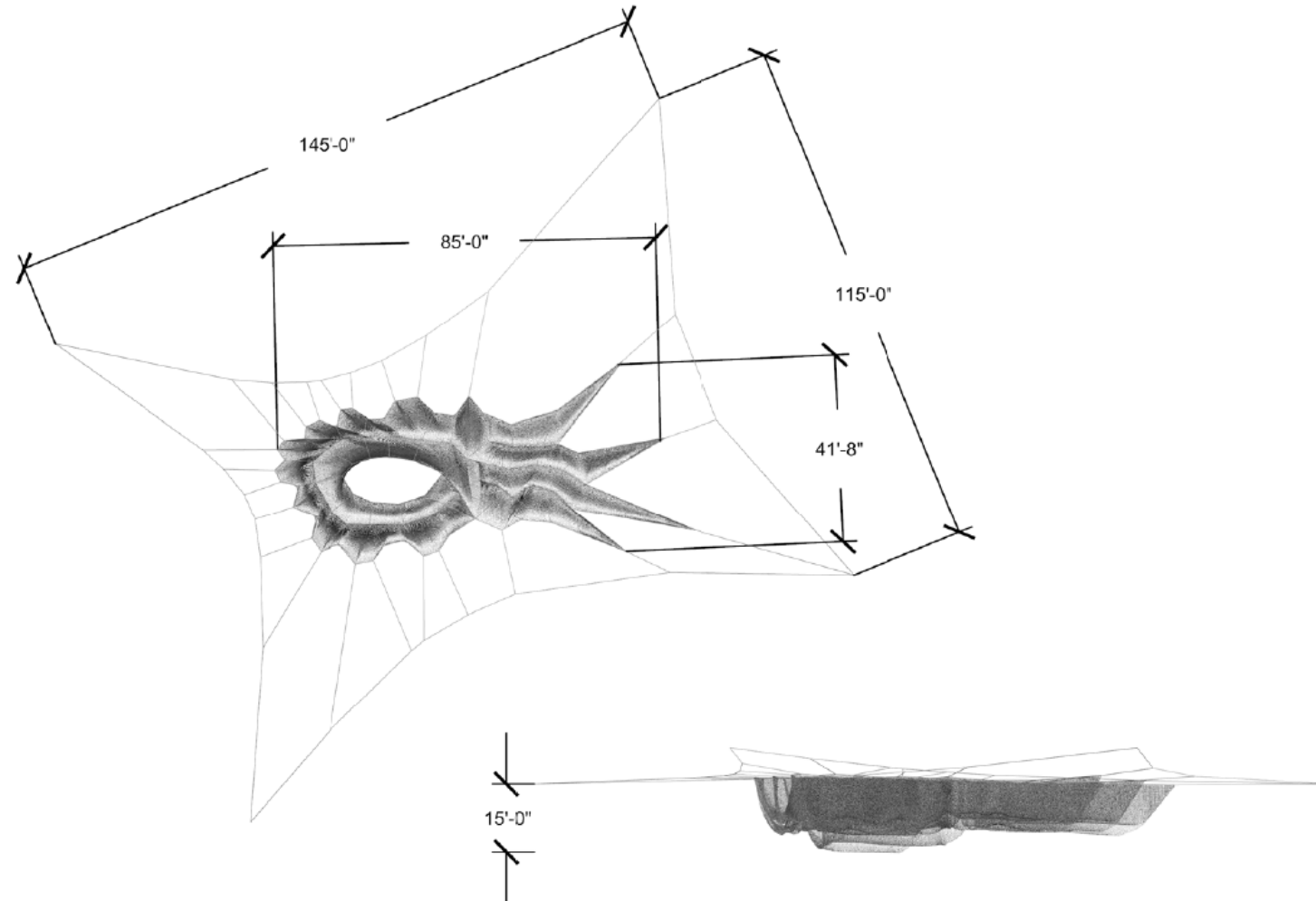
Janet Echelman



Four (4) 50' tall
3' x 3' towers erected
to support piece



Janet Echelman – Dimensions



Transformit

- Transformit offers unique Fabric Architecture solutions; designers, builders, architects, and business owners worldwide rely on the expertise of the Transformit team, who have engineered, fabricated and installed Cindy Thompson's work (company founder) for twenty-five years.
- Objective: install overhead or street décor along North Beverly Drive or North Canon Drive.
- Next Steps: site inspection with vendor scheduled for Saturday, April 6.
- Approximate cost: TBD.



Red Hong Yi

- Red Hong Yi is an artist who focuses on the reinterpretation of everyday materials for her work through the accumulation of objects.
- Her works featuring portraits of renowned Chinese personalities were circulated widely on social media and media publications, including Wall Street Journal, TIME, New York Times, CNBC and Fast Company.
- Red has been commissioned by clients such as Facebook, Google, Gucci, Chase JP Morgan and the Mandarin Oriental, and exhibited pieces at the World Economic Forum (Davos), Anchorage Museum (Alaska), Design Miami (Miami) and the Asian Art Museum (San Francisco). Sotheby's Institute has named her one of the "11 art world entrepreneurs you should know" in 2018.



Red Hong Yi – Proposal 1

Sweet Treats

- Proposal is inspired by delectable sweets at some of the most renowned establishments in Beverly Hill.
- Method: examples of piped paint to achieve effects that resemble frosting and piped flowers for cakes.



Red Hong Yi – Proposal 1 (Continued)

Sweet Treats



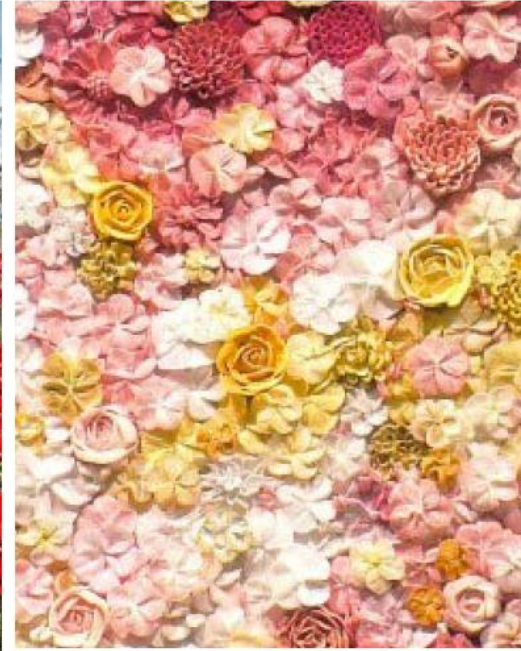
Concept

A bicycle with a mountain of piped sweets and flowers, inspired by scenes of street vendors in Asia who sell piles of objects behind their bikes. Visitors will be able to sit on the bike for photo-ops.

Red Hong Yi – Proposal 2

Garden of Flowers

- Proposal explores the installation of piped or porcelain flowers in a park in Beverly Hills.
- Montage: flowers of various shades to be installed in a park, with a stainless steel sculpture that reflects viewers' reflection. The sculpture will also give the illusion of a larger number of flowers, and will lift the flowers off ground level.



Red Hong Yi – Proposal 2 (Continued)



Red Hong Yi – Costs

Proposal 1: Sweet Treats

Budget

Steel Fabrication: USD 20K

Flower Fabrication: USD 15K

Freight: USD 10K

Flights: USD 5K

Ground Transport: USD 5K

Ground Labour: USD 8K

Design Fees + Appearance: USD 68K

Misc: USD 20K

TOTAL: USD 151K

Proposal 2: Garden of Flowers

Budget

Steel Fabrication: USD 20K

Flower Fabrication: USD 30K

Freight: USD 10K

Flights: USD 5K

Ground Transport: USD 10K

Ground Labour: USD 15K

Design Fees + Appearance: USD 74K

Misc: USD 20K

TOTAL: USD 184K

Marketing



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BHCVB BOLD Summer Marketing

- BHCVB will continue to promote BOLD Summer via the following marketing channels:
 - Campaign microsite
 - Postcards
 - Street banner installation
 - Garage signs
 - Digital and print advertising
 - Radio
- Budget: \$130,000



BHCVB
BOLD Summer 2019 Budget



BHCVB BOLD Summer Proposed Budget

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Janet Echelman Sculpture	-	\$275,000.00
Transformit Décor on Canon Drive or Beverly Drive	-	TBD
Red Hong Yi - Sweet Treats	-	\$151,000.00
Red Hong Yi - Garden of Flowers	-	\$184,000.00
Relocate BOLD Sign & Lotus Flowers to alternative location	-	\$5,000.00
Add Sparklemasters product to letters B, L & D of BOLD Sign	-	\$15,000.00
BOLD Holidays 2019 (Direction / Early Approval Needed)		
Beverly Canon Gardens Décor & Turf Replacement	-	\$84,000.00
Additional Team Member Assistance	-	\$10,000.00



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BOLD Holidays 2019

Early Beverly Cañon Gardens Direction Needed



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BHCVB BOLD Holiday Décor Costs

- Proposed Beverly Cañon Gardens décor for BOLD Holidays 2019 from Artistic Holiday Designs. All décor presented are new designs and will be manufactured in France by Leblanc Illuminations for Beverly Hills. Items must be ordered in the next few weeks due to significant lead time.
- Options include:
 - Willow Tree in Gold with Jardin Décor
 - Walk Thru Gift Box
 - Walk Thru Tree with 3D Majestic Décor
 - Walk Thru Ornament with Seating with Majestic Décor
- Two (2) items need to be selected: one for Cañon Drive side / lawn area and one for Beverly Drive side / patio.
- \$65,000 for leased décor, maintenance and installation plus \$19,000 for BCG lawn replacement following installation removal. \$84,000 total cost.

Artistic
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Beverly Cañon Gardens – Option 1 Lawn



Site 1 - Willow Tree in gold with Jardin decor
Beverly Canon Gardens

Artistic
Holiday Designs

Beverly Cañon Gardens – Option 2 Lawn



Site 1 - Walk thru tree with 3D majestic decor
Beverly Canon Gardens

Artistic
Holiday Designs

Beverly Cañon Gardens – Option 1 Patio



Site 2 - Walk Thru Giftbox
Beverly Canon Gardens

Beverly Cañon Gardens – Option 1 Patio



Site 2 - Walk thru Ornament with Majestic Stars
Beverly Canon Gardens

Artistic
Holiday Designs

Thank You



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