



**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 OF BEVERLY HILLS  
455 N. Rexford Drive  
Room 280A  
Beverly Hills, CA 90210**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting  
<https://beverlyhills-org.zoom.us/my/committee>  
Meeting ID: 516 191 2424  
**Passcode: 90210****

**You can also dial in by phone:  
+1 669 900 9128 US  
+1 833 548 0282 (Toll-Free)**

**One tap mobile  
+16699009128,,5161912424# US  
+18335480282,,5161912424# US (Toll-Free)**

**Wednesday, September 21, 2022  
11:30 AM**

***Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

**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) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

- 3) Request for a Temporary Street Closure of the 9300 Block of Civic Center Drive and Permission to Use the City Shield for Marketing Materials for the Proposed "Equalizeher" Street Fair on December 3, 2022
- 4) Discussion of Proposed 2022 – 2023 Arts and Culture Events from Community Services
- 5) Future Agenda Items
- 6) Adjournment



**Huma Ahmed**  
City Clerk

**Posted: September 16, 2022**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



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 Room 280A is wheelchair accessible.

## **Tab 2**



## STAFF REPORT

**Meeting Date:** September 21, 2022

**To:** City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee

**From:** Nancy Hunt-Coffey, Assistant City Manager

**Subject:** A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

**Attachments:** 1. Proposed resolution

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### **RECOMMENDATION**

Staff and the City Attorney's office recommend that the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

### **FISCAL IMPACT**

The proposed resolution allowing the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee greater flexibility to conduct teleconference meetings

is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has been conducting such teleconference meetings for over a year.

### **INTRODUCTION**

AB 361 allows the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

### **BACKGROUND**

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act's standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

### **DISCUSSION**

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee's members to meet in person. Alternatively, for the second finding, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to

Meeting Date: September 21, 2022

COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness or death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Nancy Hunt-Coffey  
Secretary of the  
City Council Liaison / Rodeo Drive/Special  
Events/Holiday Program Committee  

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Approved By

RESOLUTION NO. CCL-SEC-05

RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.

2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are



immunocompromised or unvaccinated to be able to safely continue to fully participate in public meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and

public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.

Section 5. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of this City.

Adopted: September 21, 2022

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LILI BOSSE  
Presiding Councilmember of the City  
Council Liaison / Rodeo  
Drive/Special Events/Holiday  
Program Committee of the City of  
Beverly Hills, California

## **Tab 3**



**CITY OF BEVERLY HILLS**  
**COMMUNITY DEVELOPMENT**

**Memorandum**

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

**FROM:** Stephanie Murillo, Management Analyst

**DATE:** September 21, 2022

**SUBJECT:** Request for a Temporary Street Closure of the 9300 Block of Civic Center Drive and Permission to Use the City Shield for Marketing Materials for the Proposed "EqualizeHer Now!" and Live Nation Street Fair on Saturday December 3, 2022

**ATTACHMENTS:**

1. "EqualizeHer Now!" Event Proposal
2. Letters of Support from:
  - a. Ashlee Margolis
  - b. Jill Tavelman Collins
  - c. Live Nation
  - d. Ringo Starr
  - e. UTA

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**INTRODUCTION**

This report is submitted to the City Council Liaisons requesting approval of a street closure for the proposed "EqualizeHer Now!" and Live Nation street fair located at the 9300 Block of Civic Center Drive, and permission to use the City of Beverly Hills Shield for associated marketing materials. This inaugural event is requesting to be held on Saturday, December 3<sup>rd</sup> adjacent to Live Nation and UTA, and is intended to build a collaborative community of powerful young women to create opportunities in various music industry fields such as producers, songwriters, managers, engineers, and artists.

**DISCUSSION**

This proposal (Attachment 1) comes to the City as a request from EqualizeHer and Live Nation for an approval of a road closure, and use of the Beverly Hills Shield for marketing materials associated with the public street fair to be held on Saturday December 3, 2022. Notable supporters of this event include Ashlee Margolis, Jill Tavelman Collins, Ringo Starr, UTA, and Live Nation (Letters of Support – Attachment 2). The proposed 400 foot road closure will be located at the 9300 block of Civic Center Drive, just north of the Live Nation and UTA properties.

Singer, songwriter, musician, and producer Linda Perry and music-loving philanthropist Alisha Ballard have combined their talents, resources, and networks to make the EqualizeHer vision their mission. Part of EqualizeHer's goal is to synchronize efforts, and build a community to bridge the gender gap in the music industry. As of March 2021, women in music represent only 21% of artists, 12.6% of songwriters, and 2.6% of producers. Produced by Anonymous Philanthropy, the goal of the event is to provide resources and access to women so they can

thrive in the music industry, while helping others do the same. The initiative generates awareness, and aligns many industry organizations to inspire and support young women.

The proposed street closure is from 7:00pm on Friday, December 2, 2022 to 7:00pm on Saturday, December 3, 2022, with the event itself from 12:00pm – 5:00pm on Saturday only. According to the proposed layout, the road closure will be utilized for a free street fair open to the public with live music performances, panel discussions, food trucks, and workshop activations. A total of 500 - 2,000 total attendees are expected to attend the street fair over the course of the day. Event staff and security will manage and limit entry and exit points, and volunteers will be positioned throughout the space to assist with directional and operational needs. Event staffing numbers are determined based on 500-1,000 attendees at a time. The event organization will hire a professional security company to determine required personnel placement, as well as staffing numbers. Additional meters on Civic Center Drive will be reserved and used for drop offs, and attendees will be directed to park at the nearby Rexford and Crescent City parking garages. Guests will pay the standard rate for parking in City garages for the event.

EqualizeHer has contracted publicity firms Blue Whale and Siren's Call to market the event through paid and organic social media campaigns, college and high school program outreach, Live Nation newsletters, and a street team. EqualizeHer will be in line with the City's goal to support tourism, local businesses and bring culture into the City with this free and public street fair event. EqualizeHer pledges that this event will contribute positively to the recognition and image of the City as their proactive selection of the location in Beverly Hills was intentional for their inaugural event.

Similar to the City's Farmer's Market, there should be little impact to the area's residents, as a professional traffic control company will create a traffic control plan to ensure that traffic impacts are minimal. The EqualizeHer team is cognizant of the City's sound ordinance, therefore no set up, event activity, nor strike activity will occur between the hours of 10:00pm and 8:00am. The required letters of notification for street closures, and special event use will be distributed to adjacent businesses and residents. Safety is always the City's first priority and as such, the proposed road closure will be subject to the submittal and review of a traffic control plan by the City's Transportation Division and Police Department. The City's weekly Farmer's Market has a similar street closure in this general area with no safety issues reported.

The EqualizeHer organizers have also requested permission to use the City Shield on marketing materials and collateral for the event as a co-branded partnership identifying Beverly Hills as the location for the inaugural EqualizeHer event. If approved, any use of the City Shield on marketing materials and collateral for the event will be subject to review and approval by the City's Marketing and Communications team prior to publication.

**FISCAL IMPACT**

All expenses related to this event are the responsibility of EqualizeHer, including, but not limited to: City permits, street closure and/or use fees, City personnel, equipment and any other associated costs related to the event. Personnel hours may vary, however, the anticipated fees for this event are as follows:

<b>Fees to be paid by EqualizeHer!</b>	<b>Cost</b>
Fire Personnel	\$825.00
Police Personnel	\$1,256.00
Public Works Personnel	\$708.00
Special Event Permits	\$3,808.00
Street Closure	\$7,480.00
Parking Meters – No Parking Signs & Meter Revenue	\$248.00
<b>Estimated Total</b>	<b>\$14,325.00</b>

The City’s Risk Manager has also recommended General Liability Insurance coverage in the amount of \$3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by event organizers. This insurance requirement matches other street closure events in the City.

**RECOMMENDATION**

Staff is requesting direction from the City Council Liaisons regarding approval of the proposed street closure, and use of the City of Beverly Hills Shield for marketing purposes. All street closures and/or use of the Beverly Hills Shield for special events must be approved by City Council. Unless Council Liaisons have any questions or concerns, staff will bring the event proposal to the full Council at the October 11, 2022 City Council meeting, and administratively issue the permit after approval and collection of the appropriate City fees for the event.

# **Attachment 1**



**EQUALIZEHER**

**NOW!**

EVENT PROPOSAL FOR THE CITY OF BEVERLY HILLS

12.3.22



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## WHAT IS EQUALIZEHER

**EqualizeHer** is a non-profit organization established in March of 2022 that **supports all women** in various fields of the music industry. We want to build a **community** of powerful young females that can **collaborate** with each other – whether they're producers, songwriters, managers, engineers, graphic designers or artists – to inspire and develop their creative vision.

In order to **bring together existing organizations**, build a community of like-minded people, and offer **opportunities to women and girls**, EqualizeHer will host a **public event in Beverly Hills on December 3rd**. EqualizeHer will invite charity partners, music gear manufacturers, music brands, and additional vendors to create an outdoor activation **benefiting young women and girls interested in the music industry** – and our goal is to host this event annually.



## SUPPORT + PUBLIC BENEFIT

**EqualizeHer** is the vision of two powerhouse women who have combined their talents, resources, and networks to make it a reality. Multi-hyphenate music phenom **Linda Perry** and music-loving philanthropist **Alisha Ballard** have made EqualizeHer their shared mission – and they invite the female music community to join them. EqualizeHer will utilize our platform and relationships to invite A-list artists, music industry professionals, and influencers to join us at the event to support the mission.

Female attendees interested in music will benefit from enriching learning opportunities, engaging panels and performances, and an opportunity to connect with other women in music local to the area. This event provides an **opportunity for community engagement** and may attract additional visitors to the city.

**Beverly Hills** is home to many of the top **music producers, artists,** and **industry leaders** and serves as an aspirational destination for dreamers and believers alike. In partnership with **Live Nation** and directly in front of their headquarters, this event will be free and open to the public, and will encourage families to visit Beverly Hills, promoting tourism whilst driving awareness to an important initiative. By allowing the city to host this event, Beverly Hills is helping to **foster positive growth and much needed balance** within the music business. Various music companies and other charity organizations will also be taking part in this event, promoting it online and content will be shared live on social media from the festival, extending the reach of this event to maximize exposure and the positive impact this event will generate, attracting more events and **brand visibility to the community**.





## EVENT OVERVIEW

**“EqualizeHer Now!”** will be a family-friendly street fair geared towards young women interested in the music industry, and will be held on **Saturday, December 3rd, 2022** on Civic Center Drive. The event will be open to the public (free) and feature:

- Vendor booths highlighting the latest in gear and audio technology
- Panel discussions from female leaders in the industry
- Workshops from industry professionals and artists
- Music companies offering information on career and internship opportunities
- Other non-profit organizations focused on bringing gender equity to the music industry
- Outdoor stage featuring performances from young female talent
- Tasty food and refreshments available for purchase
- A VIP Area located within the Live Nation building

As the inaugural year of “EqualizeHer Now!”, we are estimating 500 to 2000 people to attend. Although the event will be open to the public and we welcome everyone to attend, we will be intentionally working with partners to target young females that have an interest in the music industry, as they have the most to gain from the resources and programming.



## PROGRAMMING OVERVIEW

### STAGE PROGRAMMING

Our stage will be visible throughout the venue and feature both educational and entertaining programming. A few local bands will perform throughout the day and we'll have a DJ playing music between. 1-2 panels will feature top female industry leaders with educational discussion topics and live Q&A sessions.



### BOOTH PROGRAMMING

Booths will provide organizations and brands an opportunity to showcase their products and/or resources to youth in attendance in order to connect, educate, and inspire! Booths will feature educational resources, workshops, product demos, and information about upcoming events as well as information on how to get involved.





## STAGE PROGRAMMING

Throughout the day, **EqualizeHer** and/or our charity partners will host stage programming including live music performances, panel discussions, and workshops. We will partner with other leading organizations to share content that is educational, inspiring, and entertaining.

### TENTATIVE STAGE ROS

**12pm–3pm**

Live music from local up-and-coming female musicians

**4pm–5pm**

Panel discussion featuring women in the music industry



## BOOTH PROGRAMMING

### MANUFACTURER BOOTHS (TBC)

In order to provide women and girls with access and information to top-of-the-line musical equipment, gear manufacturers will be invited to showcase their products and host interactive workshops. The youth and those in attendance will have the opportunity to learn more about each piece of equipment and enjoy hands-on experience testing the products out guidance from the experts.

- Taylor
- Neuman/Sennheiser
- Roland
- Universal Audio
- Shure
- Harman/JBL
- Ludwig

### CHARITY PARTNERS (TBC)

Part of EqualizeHer's mission is to synchronize efforts across the many other organizations in the space, bridging the gap and building the community and network of industry leaders and advocacy groups. There are incredible programs focused on supporting women in music all over the world and this is why:

1. **As of March 2021, women represent only 21% of artists, 12.6% of songwriters and 2.6% of producers.**
2. **Fewer than 1% of popular songs are written only by women. Fewer than .3% of songs have a single woman writer.**
3. **Only 13.4% of GRAMMY Nominees from 2013 to 2021 have been women.**

- She is the Music
- Moving the Needle
- Women in Audio Mission
- Fem the Future
- Sound Girls
- Women's Audio Mission
- Music Forward Foundation





## INTERACTIVE KID ZONE

**EqualizeHer's mission is to Equalize Our Daughters** from day one. Exposure and education is key – so we want to provide young girls and families the opportunity to experience music differently at an early age to help inspire a path within the industry.

Our event will include an interactive area with **experiences designed for children ages 3-10.**

### **Kid Zone Will Feature:**

- Hands-on musical instrument experiences
- Rock n' Roll Face Painting
- Free EqualizeHer merchandise
- Vans shoes craft station





## FOOD + BEVERAGE

We will have a food court with a covered seating area nearby. Concession stands will be stationed throughout the event.

### Concession Area Will Feature:

- Food Trucks\*
- Beverage + Snack Stations\*
- Sweet Treat Cart (cotton candy, kettle corn, etc.)\*

\*Tentatively 2-3





## EVENT SCHEDULE

### FRIDAY, DECEMBER 2

7pm-10pm: Load in  
Overnight Security

### SATURDAY, DECEMBER 3

8am-11:30am: Additional Set Up  
12pm-5pm: Event  
5pm-7pm: Load Out

\*Estimated times; will be updated once production needs are finalized



## PUBLICITY + MARKETING

**EqualizeHer** has contracted two publicity firms (Blue Whale and Siren's Call) who will focus on both music and non-profit PR, targeting specific outlets and media opportunities with focused messaging around the mission and goals for this event. In addition to the request for street closure, we are requesting permission to use the iconic Beverly Hills shield in our promotional materials, both digital and physical flyers, as well as use of the name Beverly Hills in press.

We will also be deploying both paid and grass roots marketing tactics leading up to the event, and we're hosting a **benefit concert on October 9th at The Troubadour** that will serve as another avenue to drive awareness to the event on December 3rd – both live at the concert and as a part of a post-event media recap & press release.

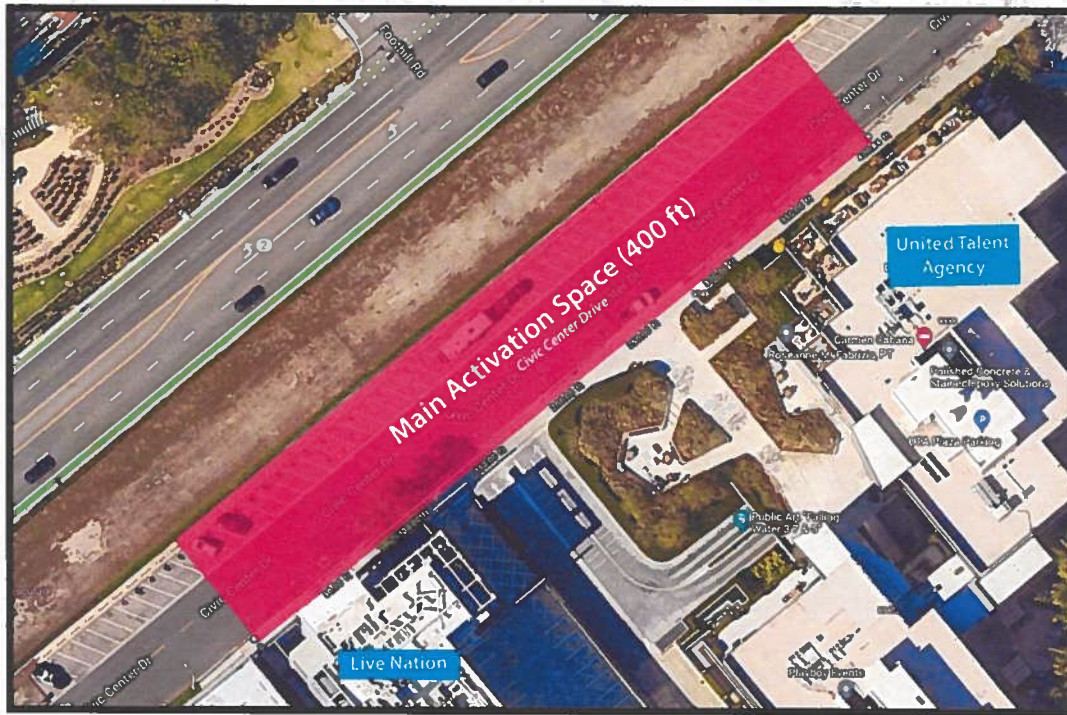
### MARKETING TACTICS

- Paid and organic targeted social campaigns from EqualizeHer
- Partner charity organization networks: social, newsletter and website listings
- Affiliated sponsor networks: social, newsletter and website listings
- Live Nation newsletter support
- College program outreach
- Earned media appearances from Linda Perry and Alisha Ballard
- Promotion in Beverly Hills community forums
- Street team - wild posting, flyers, etc.

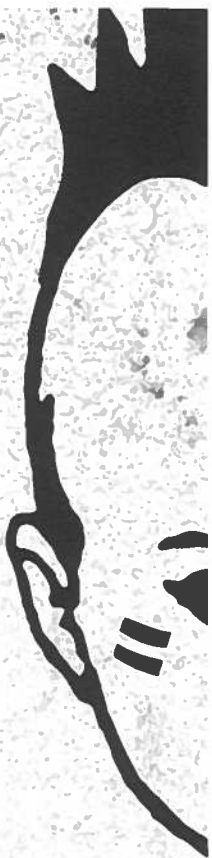
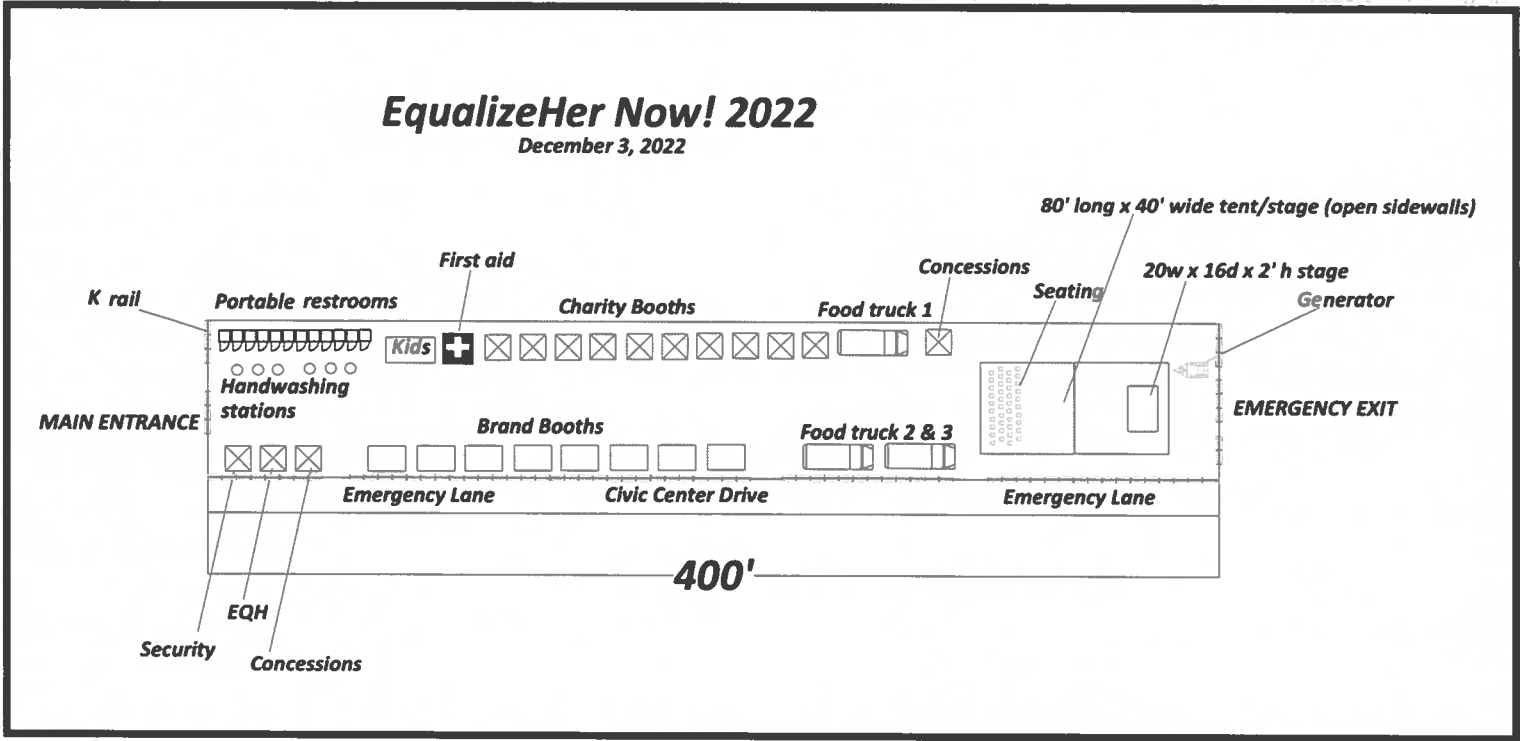




# STREET VIEW SCHEMATIC



# MAIN ACTIVATION SPACE



## TRAFFIC PLAN

**EqualizeHer** will engage one of the following companies to create and manage our traffic plan for the duration of the street closure:





## ATTENDEE MANAGEMENT

We expect **500 - 2,000 total attendees** throughout the day, allowing for 300-500 people at a time inside of the event. Understanding there will be an influx of people during the hours of 12pm-3pm for lunch and considering flow management. Our staff and security will be ready to manage and limit entry if the event becomes too crowded.

**SAFETY** is our number one priority!

- A security team will be hired with personnel at all entry and exit points, near the stage, and at back of house
- Volunteers will be positioned throughout the space to assist with directional and operational needs
- Staffing numbers are being determined based on 500-1000 attendees at a time. We will consult with a professional security company to determine final staffing, placement, and capacity management needs



## WEATHER

- In the event of rain, we will be taking extra measures to ensure the attendees have ample covered areas to stay dry
- All booths, the stage, and the concession area will be **tented**
- We will have additional tenting ready to protect the gear on stage and the portion right in front of the stage where seating is provided

## PARKING

- Event parking will be located at **450 N Rexford Drive** \*279 spaces (Overflow parking will be routed to the Crescent garage)
- Additional metered street parking is available
- We will work with our traffic control vendor to allocate space for ride share pick up and drop off





## CITY REQUESTS

In addition to the street closure, we request the following permits and personnel for this event, as well as permission to use the Beverly Hills shield in our marketing collateral:

### Permits

- Street Closure Permit
- Public Right of Way Permit
- Special Event Permit

### Personnel

- PD Officers
- Fire Safety Officer
- Parking Staff
- Public Works Staff

## EVENT BUDGET

This tentative, simplified event budget totals **\$156,189.**

Line Item	Amount
City Fees	\$14,100
Food and Beverage	\$3,000
Stage Production/Operations	\$40,200
VIP Area	\$2,400
Vendor Area	\$23,500
Merchandise	\$23,498
Staffing	\$22,000
Marketing /Communications	\$4,500
Printing	\$20,500
Artist/Booking Fees	\$2,500
<b>Total</b>	<b>\$156,189</b>





**EQUALIZEHER**

**THANK YOU**

**For questions, please contact:  
emily@lindaperry.com  
hannah@anonymousllc.com**

**EQUALIZEHER.ORG**

# **Attachment 2**

August 7th, 2022

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and Members of the City Council:

As a music lover and long-standing member of the Beverly Hills community, I write to you in support of the EqualizeHer event taking place on Civic Center Drive on December 3rd. A first-of-its kind, family friendly event catering toward young women interested in the music industry. I love the mission which inspires more women and girls to join the music industry as they are disproportionately underrepresented.

EqualizeHer is a non-profit organization that supports all women in various fields of the music industry and Live Nation aligns with their mission to build a community of powerful young females to inspire them to choose a career in music.

This event is free and open to the public and will encourage families to visit Beverly Hills, promoting tourism whilst driving awareness to an important initiative we can all get behind. By allowing the city to host this event, Beverly Hills will help foster positive growth and much needed balance within the music business.

Sincerely,

*Ashlee Margolis*

ASHLEE MARGOLIS  
FOUNDER, THE A LIST  
310-986-7411

July 27th, 2022


Honorable Mayor and City Council Members  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and City Council Members,

As a long time resident of Beverly Hills and two time commissioner, I am writing to you in support of the EqualizeHer event which is being proposed for this winter. I respect their mission which inspires and encourages more women and girls to join the music industry as they are disproportionately underrepresented.

The educational nature of the event will breathe new life into the music business and help excite the next generation of industry leaders. The fact that it will be free and open to the public will be instrumental in encouraging families from all over to visit our beloved city and I fully support the event taking place in Beverly Hills.

With Kindest Regards,

DocuSigned by:  
  
087A31335A244C3...

Jill Tavelman Colliins



July 22nd, 2022

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and Members of the City Council:

Live Nation, a live music and touring company located in the heart of Beverly Hills writes to you in support of "EqualizeHer Now!" A first-of-its kind, family friendly event catering toward young women interested in the music industry. Live Nation supports the utilization of Civic Center Drive, directly in front of our headquarters on Saturday, December 3rd, 2022.

EqualizeHer is a non-profit organization that supports all women in various fields of the music industry and Live Nation aligns with their mission to build a community of powerful young females to inspire them to choose a career in music.

This event is free and open to the public and will encourage families to visit Beverly Hills, promoting tourism whilst driving awareness to an important initiative we stand behind. By allowing the city to host this event, Beverly Hills is helping to foster positive growth and much needed balance within the music business. Various music companies and other charity organizations will also be taking part, brands will promote the event online and content will be shared live on social media from the festival, extending the reach of this event to maximize exposure and the positive impact the event will generate, attracting more events and brand visibility to the community.

Sincerely,

A handwritten signature in black ink that reads "Ali Harnell".

**Ali Harnell**  
**President & Chief Strategy Officer**  
**(615) 346-9017 x23317**



**July 27th, 2022**

**Honourable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210**

Dear Honourable Mayor Bosse and Members of the City Council:

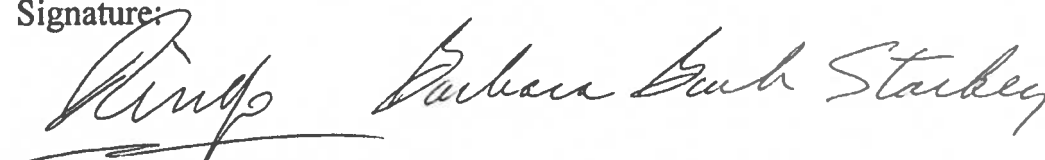
As a musical family and long-standing members of the Beverly Hills community, we write to you in support of the EqualizeHer event this winter. We love their mission which inspires more women and girls to join the music industry as they are disproportionately underrepresented.

This colourful event is free, open to the public, and will encourage families from all walks of life to visit our beloved city! The educational nature of the event will breathe new life into the music business and help excite the next generation of industry leaders.

We regularly host events in Beverly Hills, and couldn't be more thrilled for this event to take place in our exciting and innovative community.

Peace & Love,

Signature:

Handwritten signatures of Ringo Starr and Barabara Bach. The signature for Ringo Starr is on the left, and the signature for Barabara Bach is on the right. Both are written in a cursive, flowing style.

**Ringo Starr & Barabara Bach**





August 25th, 2022

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and Members of the City Council:

As an entertainment agency located in Beverly Hills, you have our full support for the EqualizeHer event taking place on December 3rd outside of our headquarters on Civic Center Drive. This event aims to inspire and educate young women interested in joining the music business and we share in the mission to create a more equitable entertainment industry for all.

The positive and inclusive, family-friendly nature of this activation provides a safe environment for members of the community and neighboring areas to gather outdoors to enjoy an afternoon of wholesome and engaging activities.

EqualizeHer is an initiative that supports all women across various fields of the music industry (agencies include,) and UTA is excited to support (and possibly hire) the next generation of powerful young females in music.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew Thau", with a long, sweeping horizontal line extending to the right.

Andrew Thau  
**Chief Operating Officer & Board Member**

# **Tab 4**



## CITY OF BEVERLY HILLS

### COMMUNITY SERVICES

#### MEMORANDUM

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

**FROM:** Jenny Rogers, Director of Community Services

**DATE:** September 21, 2022

**SUBJECT:** Discussion of Proposed 2022 - 2023 Arts and Culture Events from Community Services

**ATTACHMENT:** 1. None

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#### **INTRODUCTION**

This report provides the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) of Mayor Bosse and Councilmember Friedman information on upcoming Community Services Arts and Culture annual events through the end of the calendar year, and discussion toward the development of a proposed new signature event for the Arts and Culture Commission - an inaugural Beverly Hills Cultural Festival event - as part of the City's Embrace and Celebrate Culture Initiative.

#### **Upcoming Arts & Culture Events**

**Community Services Arts & Culture** - There are several proposed events scheduled to take place in the City during fall / winter 2022. This report provides brief updates on the following upcoming community programs which will require citywide inter-departmental support:

o ***Beverly Hills Art Show –October 15 & 16, 2022***

The twice a year Beverly Hills Art Show is one of the most popular art events on the West Coast. Coming on October 15 and 16, 2022, the Fall Art Show will see both a return to a full sized, 4-block event with 235 artists showcasing their work in Beverly Gardens Park including 27 local artists and 14 states represented, as well as food trucks, a beer and wine garden, and live entertainment and workshops. The show will also debut a rebranded look, to kickoff the countdown leading up to the 50<sup>th</sup> anniversary of the Spring Art Show on May 20 & 21, 2023, and the Fall Art Show on October 14 & 15, 2023. Past years have seen over 40,000 guests attend over the two days of Beverly Hills Art Show Weekend.

Please note: As part of the 50th Anniversary of the Beverly Hills Art Show in 2023, Commission and staff are proposing some special activities and extensive public outreach and communication to commemorate this special occasion and market the events in collaboration with our City Partners: the Chamber of Commerce, Conference and Visitors Bureau, and Rodeo Drive Committee.

o ***Beverly Hills ArtWalk - Monthly Sunday, September – December, 2022***

The City's ArtWalks are a new program collaboration between Community Services (CS) and the Arts and Culture Commission (ACC) featuring monthly docent-led guided tours of various City sculptures, artworks, nature (floral and fauna), and historical points of interest

surrounding Beverly Gardens Park. All tours happen on Sundays, starting at 11am and are free to the public with registration. These artfully curated walking tours explore the City's world-class art including sculptures, murals, natural and historical points of interest. September's ArtWalk included a special commemoration of the 9/11 Memorial Sculpture Garden. The next event is scheduled for Sunday, October 2 at 11am.

*\*NEW TOURS FOR FALL & WINTER:* Featuring a tailored selection of our historic and world-renown public art in Beverly Gardens Park, this curated tour will focus on important works including the prestigious Henri Alfred Marie Jacquemart's *Hunter and the Hounds*, Ai Weiwei's *Iron Root*, and Roxy Paine's *Erratic*, amongst others. This tour also includes a guided walking tour down the world-famous Rodeo Drive which will explore the history of the iconic Beverly Hills sign, the historic equestrian bridle path, the last remaining original buildings and storefronts, Frank Lloyd Wright's only commercial design - Anderton Court Shops, the site of the Brown Derby, and the storied history of the Beverly Wilshire hotel. These tours are planned in collaboration with the Beverly Hills Historical Society.

ArtWalks from October – December 2022:

**Oct 2 - Beverly Hills Sculpture Park and Architecture History Tour\***  
**Nov 13 - Beverly Hills Sculpture Park and Architecture History Tour\***  
**Dec 11 - Beverly Hills Sculpture Park and Architecture History Tour\***

- ***Farmers' Market Fall Funtastic – Sunday, October 30, 2022***  
The local favorite, Beverly Hills Farmers Market, hosts specialty days for each season. Summer's Pie Bake A 'La Beverly Hills & Piesta, and Picklefest, saw a panel of distinguished judges award prizes to the best homemade pies, and pickles, along with kids' crafts, live music, and the always present farm-fresh food stalls. The Fall Funtastic Harvest Festival will include a scarecrow contest, pumpkin decorating / carving, kid's arts and crafts, live storytime, and more. New for winter, a special program, *Homemade Holiday Cookie Contest*, will bring the community together again to awards the best tasting treats.
- ***Beverly Hills Doggy Daze 90210 – Sunday, November 6, 2022***  
The 12th Annual Beverly Hills Doggy Daze 90210™ returns in-person at Roxbury Park's "Wiggly Field" for a pet extravaganza that is free and open to all pet lovers and animal fans of all ages on Sunday, November 6, 2022 from 11am-3pm. The event features a pet parade, pet talent show, pet-related and pet-friendly vendors, adoptions, food trucks and more for the whole family. This Community Services event is presented in partnership with our Recreation & Parks Commission.
- ***Holidays at Greystone – Saturday & Sunday, December 3 & 4, 2022***  
For 2022, Holidays at Greystone return to an indoor and outdoor event, featuring spectacular décor that incorporates fun experiences, selfie moments, multicultural décor and stories throughout, live music, crafts, and a fantastic show in the Greystone Theater. With a bolder and reimagined weekend of fun, this an annual tradition helps bring a sense of community to Beverly Hills holiday festivity of the entire city.

Many elements of the outdoor and mansion décor will remain all holiday season long to decorate the architecture in a festive way. Some of the items that serve as interactive photo backdrops will be removed due to outside rentals of Greystone utilizing the space, but the public would be able to still enjoy the decorative elements that remain for the

month, including decorations on the gate, gardens, columns, bannisters, etc., during the current visiting hours of the venue 10am – 5pm daily.

This year's *Holidays at Greystone Mansion and Gardens* is will take place on Saturday and Sunday, December 3 & 4, during the daytime, and be open to the public through free reservations. A "Jolly Trolley" with stops at City Hall and Rodeo Drive will ensure that residents and guests can travel with ease to enjoy the complimentary festivities from the Civic Center and Business Triangle. Beverly Hills residents will have the opportunity for "priority" reservations, and as in past years, staff expects nearly all slots to be reserved by local Beverly Hills residents. If all spaces sell out, as in previous years, staff estimates that over 2,400 guests will be welcomed over the weekend.

The promotion of the events and programs above, including any new proposed Arts and Culture events, will continue to be marketed to the general public through Citywide marketing plans, with community engagement from City Partners at the Conference and Visitors Bureau, Chamber of Commerce and Rodeo Drive Committee.

### **Embrace & Celebrate Culture**

The Embrace and Celebrate Culture initiative is ongoing citywide programming supported by the Arts and Culture and the Human Relations Commissions (ACC & HRC), and the Next Beverly Hills Committee (NextBH). At its meeting on September 15, 2020, the City Council approved the Embrace & Celebrate Culture Initiative to provide innovative citywide programming intended to celebrate the rich and unique cultural diversity of the community and support the City in the creation of a culture of equity, inclusion and belonging.

- ***Critical Conversations – Quarterly***

This speaker series that addresses today's most important critical topics, debuted on August 24 with a thought-provoking discussion with Donzaleigh Abernathy, daughter of Rev. Ralph David Abernathy, the co-founder of the civil rights movement, and close friend and advisor to Dr. Martin Luther King, Jr. Ms. Abernathy shared her early experiences with social activism and gave insight to residents and visitors about how we all play a part in creation of a better future. Initiated by the Human Relations Commission in collaboration with Community Services and the Beverly Hills Public Library, this series was created to provide community forums on topics related to equity, diversity and inclusion with the next speaker and date to be announced soon.

- ***Proposed Beverly Hills Cultural Festival – March 2023***

Proposed as the inaugural new signature cultural event for the Arts & Culture Commission, the development of this event came out of the City's expansion of Arts & Culture including the transition of the Fine Arts Commission into an Arts and Culture Commission with the desire of enhancing arts and culture events and programming in the City. The creation of a Cultural Festival was identified by the community as their top priority as part of a community-wide survey of Beverly Hills community members and arts and culture stakeholders.

### **DISCUSSION**

Community Services has been working with Arts and Culture Commissioners as part of the Commission's annual work plan to bring focus to the development of new cultural events and programs that would celebrate the array of cultures that make up Beverly Hills, with emphasis on the unique diversity of our region and the cultures that make it so special.

In the new Beverly Hills Cultural Festival, our goal would be to create a signature, elevated experience free to the community that celebrates Beverly Hills history, food, arts, humanities, culture and architecture. Envisioned initially as a free one-day outdoor event, City Staff and Commission propose this new event take place in mid-March, to coincide with spring and the new year as so many different cultures represented in Beverly Hills have springtime festivals.

The event will be purposeful in its intent to include diverse communities that make up the fabric of Beverly Hills and our region including Jewish/Israeli, Persian/Iranian, Asian/Pacific Islander, Black/African American, African, Mexican/Latino/a/x, LGBTQA+, European and Indigenous/Native American communities (Tongva, Chumash, and Tataviam) with the hope of showcasing our history and rich arts and cultural traditions.

In order to better plan the development of this new cultural event, Community Services and the Arts and Culture Commission requests a discussion of the following event format options:

- Host a Cultural Festival event as part of the City's Farmers' Market;
- Host a Cultural Festival event as a community gathering in one of our large City parks;
- Host a Cultural Festival event as part of a one-day street festival with street closure;

City Staff and Commissioners also request feedback on a couple of different varieties of the kind of festival event we might host:

- Host a multicultural craft fair type of event with community-based artisans, global food vendors, food trucks, traditional arts and culture, music and dance performances by community / school / faith-based organization groups highlighting local talent who would perform on a community stage. This is a lower budget option as it wouldn't incur as much in production, marketing, and artist fees;
- Host an enhanced park or street festival type of event as described above, but with paid professional performers where entertainment is curated similar to our Concerts on Cañon series with a wide variety of musical and dance groups showcasing the best local talent on one or more stages, with our community groups also sprinkled into the lineup;
- Host an arts festival event distinctly informed and flavored by the opportunities that are unique to Beverly Hills including the visual and performing arts, culture, history, film, food and dining, architectures, and the people who live, and have lived, here. Festival activities would be inspired by other local and national prestigious cultural festivals that currently are enjoying much success – including Grand Performances (LA), Getty Pacific Standard Time (LA), Globalfest (NYC), Spoleto Festival (South Carolina), Lincoln Center Festival (NYC), Big Ears Festival (Tennessee), Jacob's Pillow (Massachusetts), etc. There is also the potential opportunity to partner with these renown festivals and agencies on special projects, collaborations, and unique presentations. This festival event could be both deeply community-based and a world class festival that drives economic development into the city, as all of the aforementioned festivals are considered major economic and tourism engines for their communities. This option would require significant sponsorship and partnerships as part of our funding strategy.

Our goal in the conception of this new festival event would be to showcase Beverly Hills in a variety of ways, and it could, over time, grow beyond a one-day event into a variety of activities including special site-specific events and activations, music/dance/theater programming, partnerships and collaborations, and inspired community-based Arts & Culture activations of city

venues, streets, and public spaces as part of the City's Public Art Program, *Art in Public Places*. It will also be a great opportunity to showcase and engage with our public parks, sculpture park, Farmers Market, Greystone Mansion, Library, community centers, and civic areas.

Depending upon Liaison feedback, City Staff and Commission would engage our community partners including local businesses, restaurants, hotels, venues, cultural spaces and institutions, design and retail, the BHUSD and local schools, local artists and arts organizations, our community and neighborhoods on the design of this new Beverly Hills event and return with a more fully realized event proposal for review and approval.

All of the options above would include some level of interdepartmental coordination and a funding request. Should the new Cultural Festival event proposal receive direction to move forward, a separate request with specific date, programming and performer details, and funding will be brought back for Special Event Liaison review and approval, and full City Council consideration.

### **FISCAL IMPACT**

While no direct request for funding is made at this time, it should be noted that depending on Liaison direction, the development of a new event, or expansion of existing programming and events, (especially now that we are back to a full and robust schedule of annual Community Services events), may trigger additional funding needs in three major areas: marketing (advertising and community outreach); production (event rentals, street closure safety equipment, etc.); and entertainment / performer and artist / instructor fees.

### **RECOMMENDATION**

Staff recommends City Council Liaisons receive information on upcoming Community Services events and provide feedback on ongoing and newly proposed Arts and Culture programming and events. City Staff will bring a more complete detailed plan for a new event based on direction received by the City Council Special Events Liaisons at a future date.