



**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
Beverly Hills, CA 90210**

TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee 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)

**Monday, September 27, 2021
4:00PM**

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or 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.

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) Review and Selection of Citywide Holiday Streetpole Banner Designs
- 3) Adjournment



**Huma Ahmed
City Clerk**

Posted: September 24, 2021

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
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 OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: September 27, 2021

SUBJECT: Review and Selection of Citywide Holiday Streetpole Banner Designs

ATTACHMENTS:

1. Holiday Streetpole Banners New Concept Deck
2. 2017-2019 BOLD Holidays Streetpole Banners
3. 2021 "Welcome to" Streetpole Banners

INTRODUCTION

This report provides the City Council Liaison /Rodeo Drive/Special Events Holiday Program Committee (Mayor Wunderlich and Vice Mayor Bosse) with new design options for the selection of citywide holiday streetpole banner designs.

DISCUSSION

Each year the City sponsors a signature holiday décor program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. For the 2021 holiday season, the Rodeo Drive Holiday Décor elements were reviewed and approved by the City Council on July 15th. Additionally, the 2021 citywide holiday décor elements were reviewed and approved by the City Council on July 27th. Furthermore, the holiday lighting celebration, to occur on Rodeo Drive on Thursday, November 18, 2021, was reviewed and approved by the City Council on September 14th. This report provides the City Council Liaisons with the new design options for the selection of citywide holiday streetpole banners (Attachment 1).

As part of the 2017 holiday season, BOLD Holiday banners were designed and fabricated (Attachment 2). These banners were utilized during the 2017, 2018, and 2019 holiday seasons and installed citywide (except for Rodeo Drive which has its own holiday banners). During the 2020 holiday season, the #BHHealthyCity COVID-19 messaging banners were in place and the holiday banners were not installed that year. Currently, the streetpole banners in the business triangle display the "Welcome to" banner campaign (Attachment 3). This campaign will be fully removed and replaced by the new holiday banners throughout the business triangle and beyond once approved.

Installation of all holiday banners and décor for the 2021 holiday season is scheduled for completion by no later than Thursday, November 18th. The removal of the 2021 holiday season banners and décor will begin as early as Monday, January 3rd.

For the 2021 holiday season, staff reached out to three different design firms to obtain quotes for creation of new holiday streetpole banner designs. The City selected firms with experience

in branding and marketing, including several that have done significant work for other local governments. After a detailed review, staff selected the firm Symblaze to perform the design work. Symblaze is a full service digital agency based in West Hollywood with years of experience with design, branding and rebranding. The company has worked with several cities in the region, including projects for the City of West Hollywood and the City of Palm Springs as well as for private clients such as Google, Vodafone and Sinclair Broadcast Group. The firm is also currently retained by the Beverly Hills Chamber of Commerce to help with design work for the rebrand of the shop local campaign and the new business attraction marketing materials.

Symblaze has provided four design concepts for review by the City Council Liaisons.

FISCAL IMPACT

There is no request for additional funding based on the design concepts provided in this report for citywide holiday streetpole banners. Funds have already been allocated in the FY 2021/2022 Policy and Management budget for the design and fabrication of the holiday street pole banners with the costs for installation and removal of the holiday streetpole banners in 2021 coming from the CIP (No. 00635) for Citywide Decorative Lighting and Holiday Decorations.

RECOMMENDATION

It is recommended that the City Council Liaisons provide direction and feedback regarding a preferred holiday streetpole banner design concept. Once selected, the preferred concept will be presented to the full City Council for review and approval at the October 12, 2021 Council Meeting. The Liaisons may also provide a recommendation regarding if the preferred holiday design concept is recommend to be utilized for multiple years (2021, 2022, and 2023) or for a single year (2021 only).

Attachment 1

Beverly Hills

Holiday Street-Pole Banners

New Concepts!

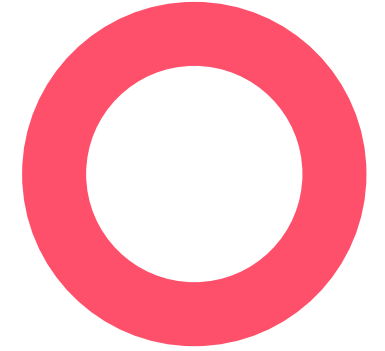
Date prepared:
24 September 2021



symblaze.com **SMBLZ**

Concept A: Gifts from the City

Concept A: Gifts from the City



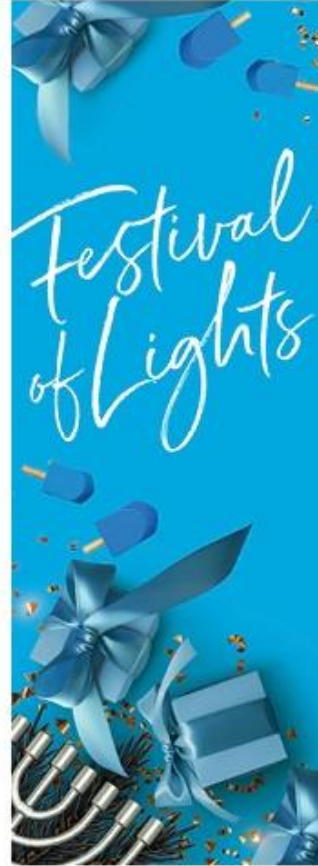
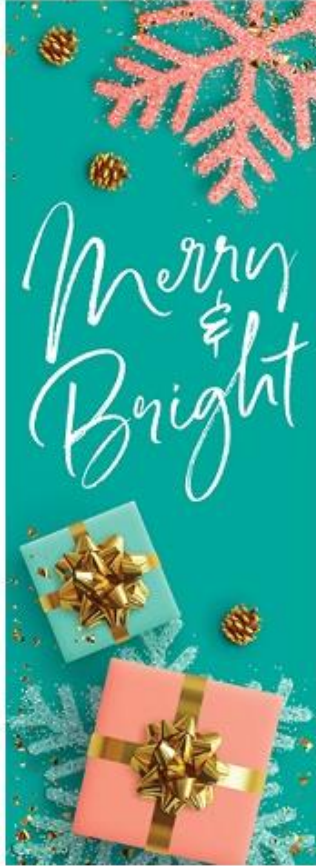
Wrapped presents—from the City, with love.

- **Smattering of photorealistic elements over rich colors creates airy whimsy.**
- **Reflective gold texture of City shield & BOLD logo are embraced & amplified.**

NOTE: This artist added bonus New Year's Eve banner!

A

All



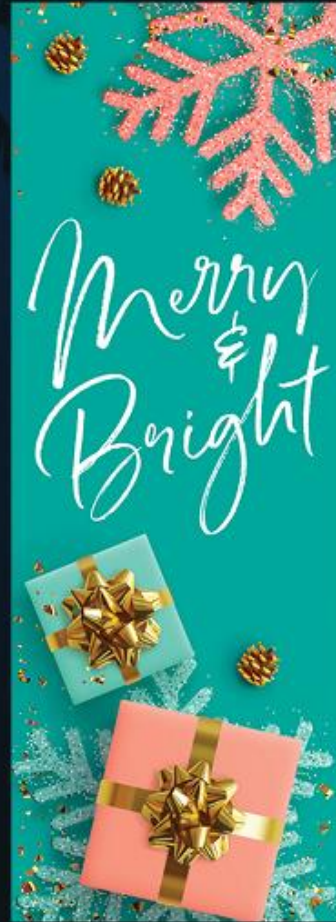
A

All

(cont'd)



A
In
Context

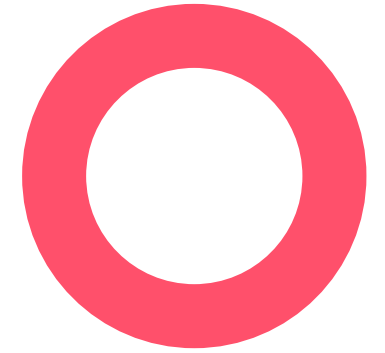


A
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Concept B: Pop Art

Concept B: Pop Art

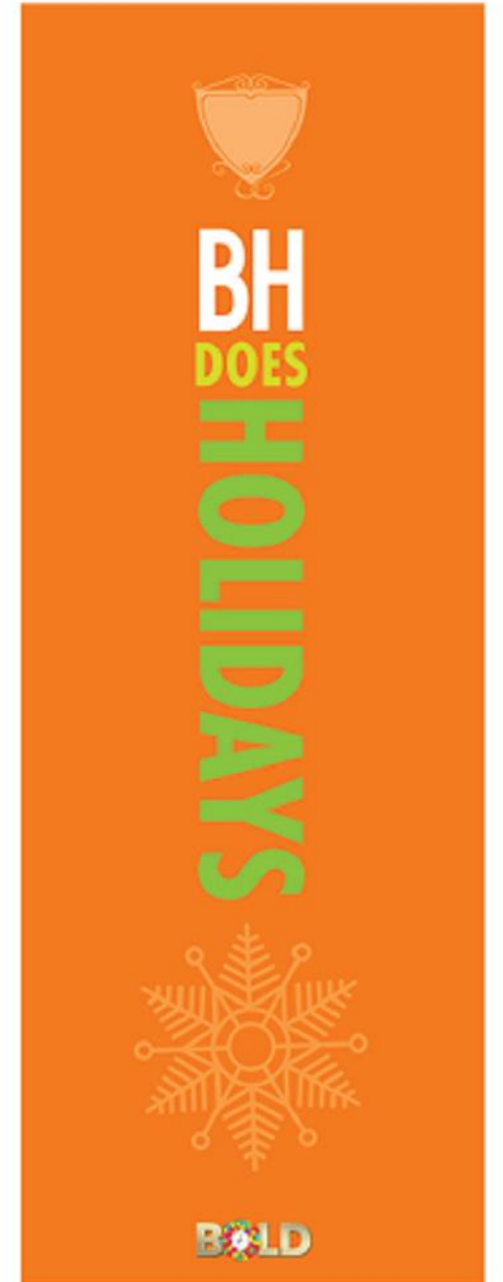
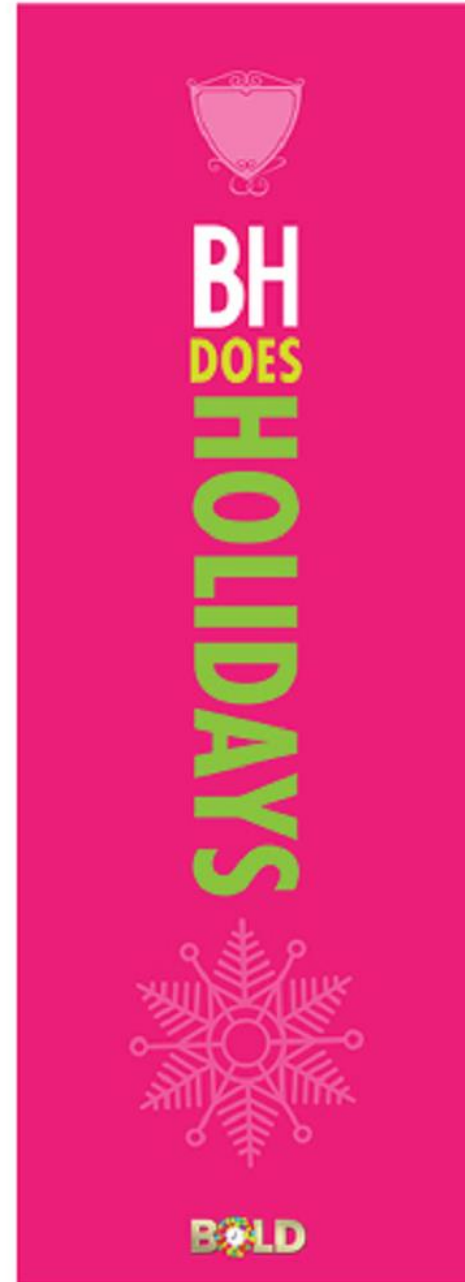
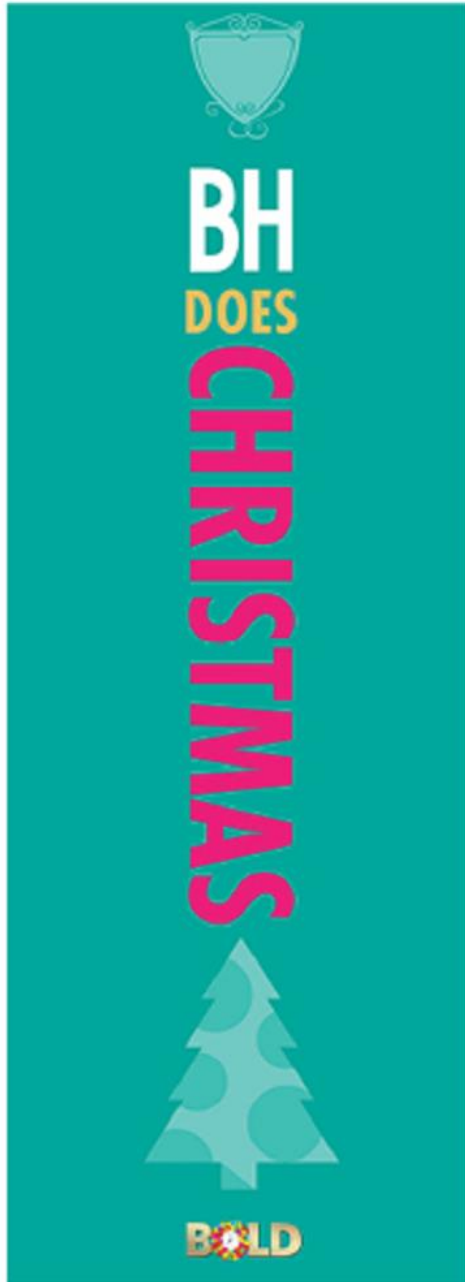


Boldest, most vibrant, most assertive option.

- **Sideways, ALL CAPS text slapped on intense colors is confident, modern—yet stylish.**
- **Semitransparent icons elegantly suggest each holiday without overstating the case.**
- **Difference between B1 & B2: how they handle holiday-themed icons.**

B1

All



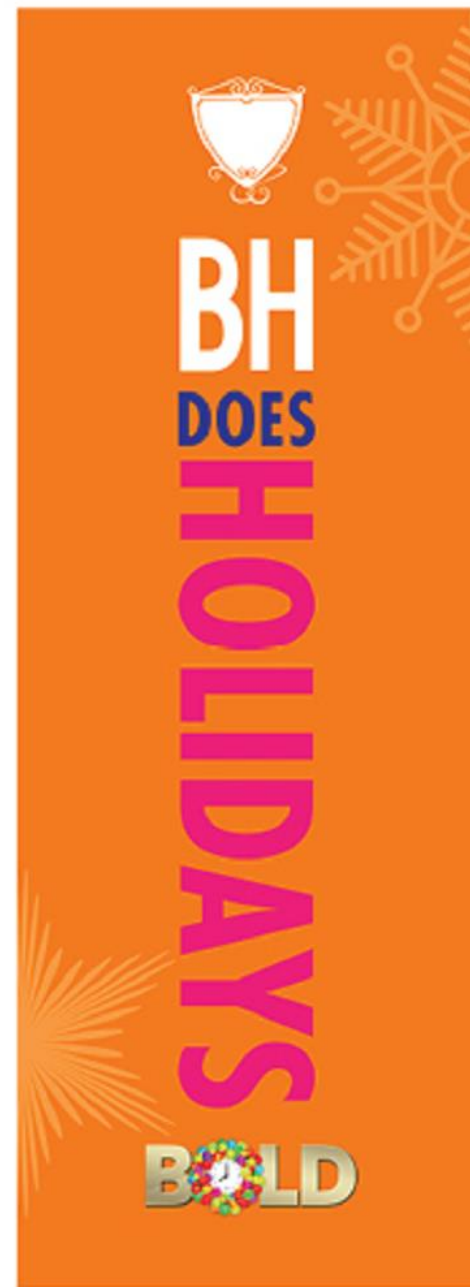
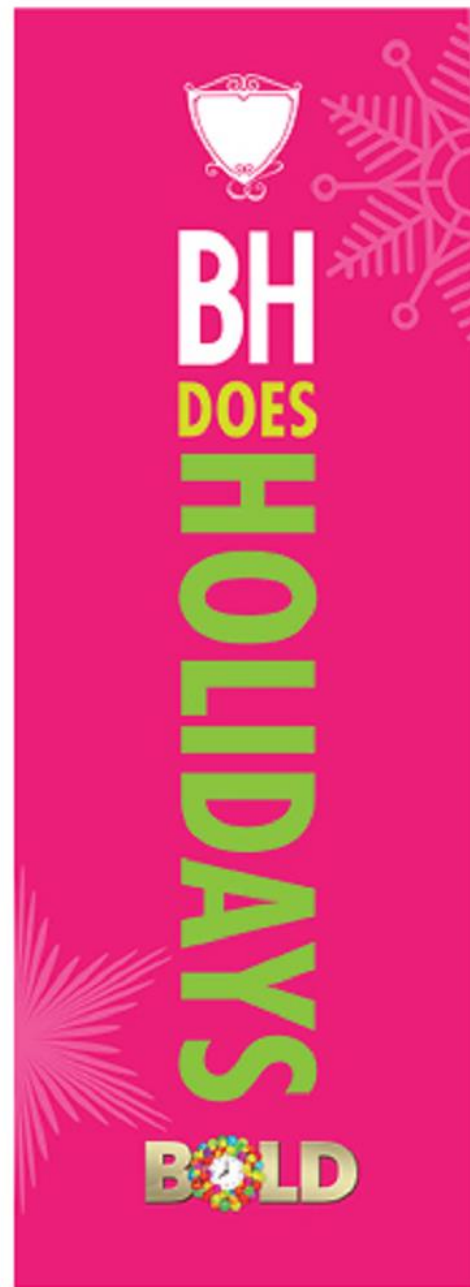
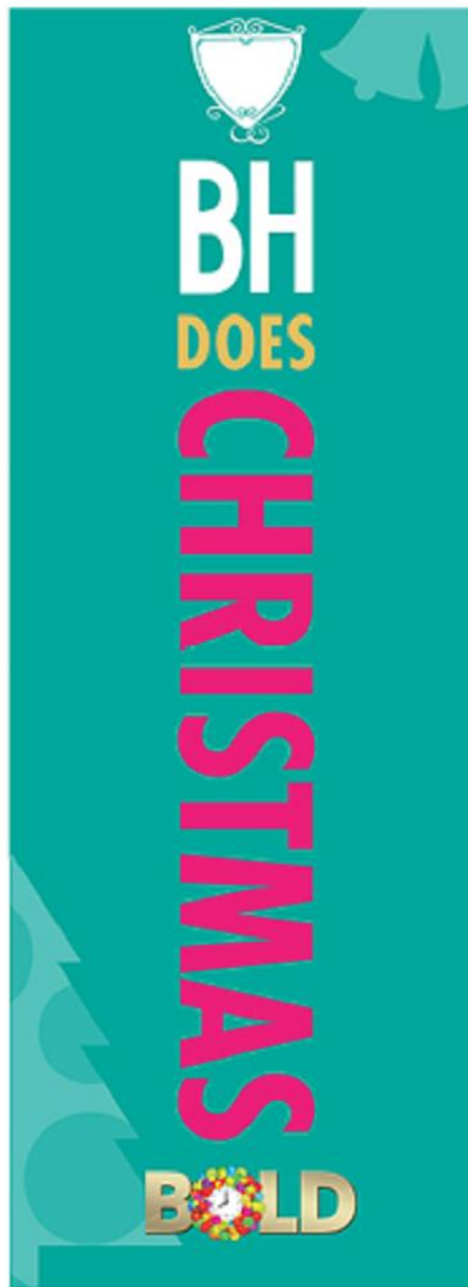
B1

In
Context



B2

All



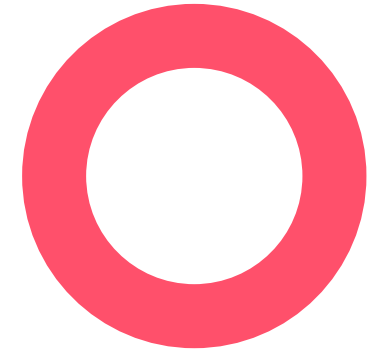
B2

In
Context



Concept C: Warm & Cozy

Concept C: Warm & Cozy

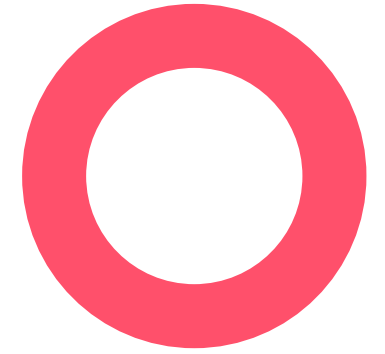


The most traditional of the set.

- **Layouts are bold & modern—& sprinkled with gold glitter!—but core objects are familiar, comforting holiday elements.**
- **Beverly Hills brand is strongly infused: City shield & flowing ribbons which echo filigree surrounding City shield.**
- **Again, reflective gold texture of City shield & BOLD logo are embraced & amplified**

C

All



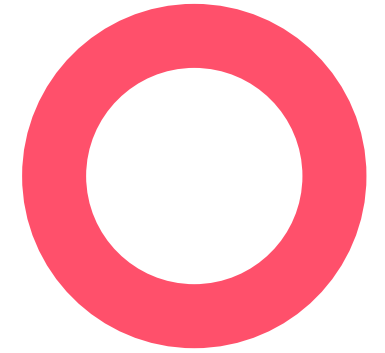
C

In
Context



Concept D: Surrealist

Concept D: Surrealist



Most experimental, least conventional of the set.

- **Artist was inspired by idea of silhouetted hands receiving gifts—an odd combo of shadows + solid forms.**
- **Aggressively nontraditional colors, flowing lines of shadowy arms, & streamlined text create mood that's modern—even avant-garde.**
- **Mysterious & chicly elegant.**

These are what Salvador Dalí might have created if City had hired him to make holiday banners!

D

All

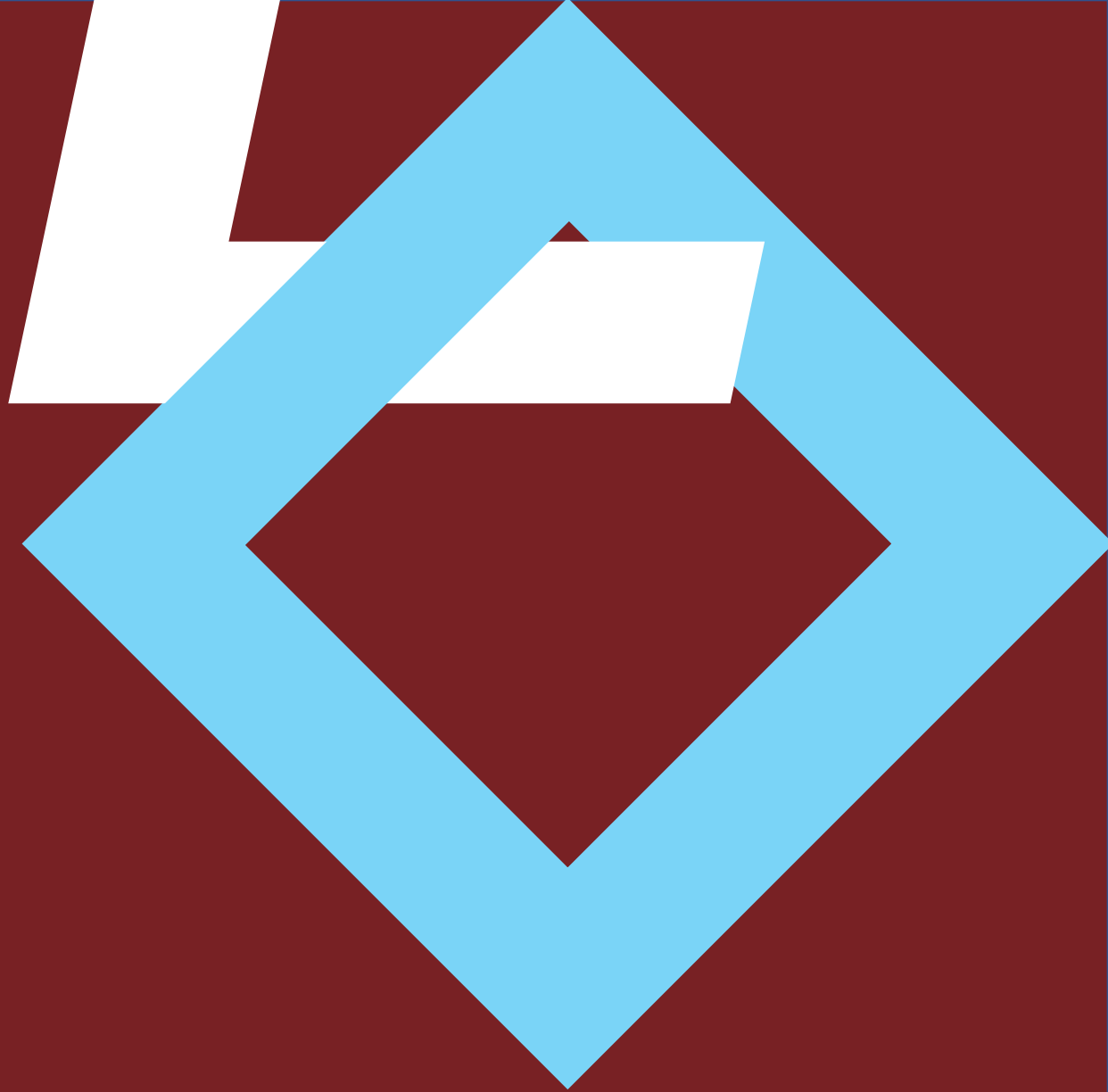


D

In
Context

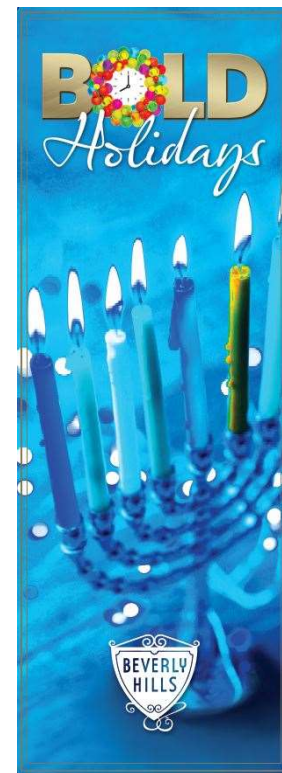
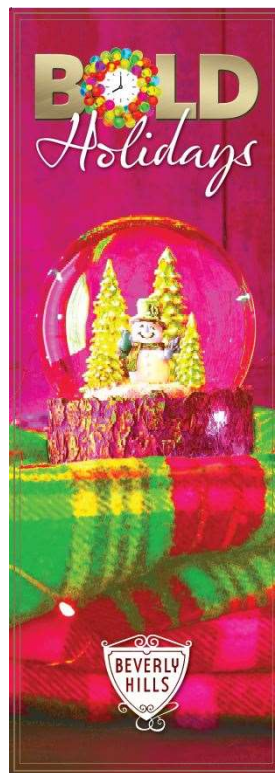
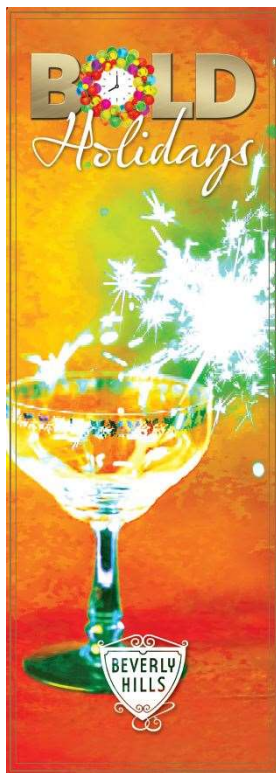


Thank you.
Let's talk!



Attachment 2

2017-2019 BOLD Holidays Streetpole Banners Citywide



Attachment 3

2021 “Welcome To” Streetpole Banners

