



**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
2nd Floor Conference Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
<https://beverlyhills-org.zoom.us/mycommittee>
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)**

**Tuesday, June 30, 2026
11:00 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 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 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) Proposal for Rodeo Drive Holiday Decor 2026
- 3) Adjournment



Huma Ahmed
City Clerk

Posted: June 26, 2026

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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Magdalena Davis Jones, Community Services Manager

DATE: June 30, 2026

SUBJECT: Proposal for Rodeo Drive Holiday Decor 2026

ATTACHMENT: 1. 2026 Rodeo Drive Holiday Décor Design Proposal Presentation

INTRODUCTION

This report provides the Beverly Hills City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee (Liaisons) of Mayor Corman and Vice Mayor Wells with an overview of the proposed Rodeo Drive holiday décor design for the 2026 season. It should be noted that this review is for Rodeo Drive décor design only. Based on feedback, the Rodeo Drive Committee (RDC) and J. Ben Bourgeois Productions, Inc. (JBB) will return at a later date for review of a proposal holiday banners on Rodeo, and for a Holiday Lighting Celebration, on Rodeo Drive to be held tentatively on Thursday, November 19, 2026.

DISCUSSION

Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. These unique themed annual designs are separate from the various Citywide Holiday Decor elements, which have already been recommended separately by the Liaisons. This report provides the proposal from the Rodeo Drive Committee (RDC) for the specific Rodeo Drive holiday décor design for the 2026 season.

The Rodeo Drive Holiday Lighting Celebration, tentatively set for Thursday, November 19, 2026 based on a recommendation from the Liaisons at an earlier meeting meeting, will return as well, as the décor elements require a longer lead time for custom manufacturing and procurement. Should the Liaisons approve the elements of the décor and budget, then banner design, along with the Holiday Lighting celebration proposal, will be brought to the Liaisons prior to the full Council.

For this year's holiday season, the décor is proposed to be displayed and lit from November 19, 2026, until January 3, 2026. J. Ben Bourgeois Productions, Inc., is the current contractor for Rodeo Drive holiday décor and celebration event, and worked with the RDC on a dazzling theme with

brand-new décor elements. The RDC is celebrating their 50th year anniversary beginning this year, and the theme reflects the oft-said statement “Rodeo Drive is the gem of Beverly Hills”.

The RDC’s preferred themes reflect the elegant sophistication of the proposed gemstone motif. Theme tagline options:

- The Most Dazzling Time of the Year!
- 50 Years of Brilliance
- Round We Go in Holiday Glow

The theme will epitomize the luxury and glamour associated with Rodeo Drive, while including icons like wreaths that are so traditional to the warm community of Beverly Hills during the holidays. With a Rodeo Drive elevated twist, the proposed décor design (Attachment 1) includes 5 very large-scale vignettes on platforms in the median of Rodeo Drive, with wreaths, gifts and holiday iconography such as menorahs, each with a unique color scheme, to a large size and scale of 16 feet tall. In addition, there will be 2 oversized gems on giftbox-like bases up to 12 feet tall total, on the endcaps of the median. This addition is based on feedback to incorporate the ends of the street, drawing people adjacent or passing by onto the block. Fencing elements would be incorporated onto the platforms, for both safety and may incorporate branding. These platform gems, ornaments and gifts would be sparkling during the day, and both the bases and wreaths well-lit at night for a beautiful display.

As well as the major décor elements, there was a desire to incorporate across-the-street features for size, scale and a beautiful aesthetic, but also for a practical purpose. There is quite a bit of construction with sidewalk barricades currently on Rodeo Drive, and more to come this year. Having 4 across-the-street lit wreaths and garland would draw eyes upward, incorporating sections of the street where median platforms may not be as visible from the sidewalk due to construction. These garlands would have ornaments to shine during the day, and lighting at night.

This lighting would complement the traditional dripping lights on the palm trees, wrapped sidewalk palm trees, rosebush lighting, and banners (designs to come).

There are 2 upgrade options to make the garlands more full, matching more closely the look of the platforms, and also an option to add the same dripping lights to the garlands on each end of Rodeo Drive.

Additional garland thickness and ornaments upgrade is \$23,058, or \$5,764.50 per each of the 4 proposed spans. The second option of custom icicle dripping lights on 2 spans at each entry side of Rodeo Drive at Wilshire and S. Santa Monica Blvds., is \$12,340.80, or \$6,170.40 per 2 spans. Either or both of these upgrades may be incorporated, and would require additional review by public works and engineers.

As proposed, JBB and RDC would follow all City requirements for permits and inspection, without a charge so the agency fee would not apply to permits or labor, however including the necessary staff time to review and approve the installation and electrical uses. All installations and lighting testing will take place overnight, to not impact the Rodeo Driver merchants. With the Liaison

recommendation on the proposal a banner design, and ultimately a separate request for the Holiday Lighting Celebration event will be brought back to Liaisons for review and then presented to the full City Council for approval.

Based on discussions with Council last year, for additional context to the proposed budget, the RDC researched other luxury destination shopping areas. Many are a mix of public and private ownership, and considering that most private properties do not share budgetary information, the annual holiday décor budgets for premier luxury streets/areas generally fall into these ranges:

| | |
|---|-------------------------|
| Small non Iconic luxury district | \$250,000–\$750,000 |
| Major luxury destination | \$750,000–\$2 million |
| Iconic global destination with custom installations | \$2 million–\$5 million |

Those figures often include elements similar to Rodeo Drive such as:

- Custom LED lighting
- Street tree wrapping
- Pole decorations
- Entrance monuments
- Large Christmas trees
- Installation and removal
- Engineering/production costs
- Ongoing maintenance throughout

The RDC research compared Rodeo Drive to places like:

- Fifth Avenue (New York)
- Worth Avenue (Palm Beach, Florida)
- Union Square (San Francisco)
- Magnificent Mile / Michigan Avenue (Chicago)
- The Grove (Los Angeles)
- Bal Harbour Shops (Miami)
- King’s Road and Bond Street (London)
- Champs-Élysées (Paris)
- Via Monte Napoleone (Milan)
- Orchard Road (Singapore)
- Bahnhofstrasse (Zurich)

FISCAL IMPACT

The budget request for this 7 weeks of décor as proposed above is \$561,358. Previous’ years holiday décor was budgeted at \$497,652.10, and a full budget detailed sheet can be found on Attachment 1. This budget is separate from the Holiday Lighting Celebration on Rodeo Drive, but typically one budget effects the other; i.e., the Celebration event budget comes down if the décor budget goes up.

It should be noted that funding for the Rodeo Drive Holiday décor, as well as the Rodeo Drive Holiday Lighting Celebration, comes from TOT, the City's Tourism and Marketing budget. TOT has traditionally funded the Rodeo Drive holiday décor and program, in addition to the annual partner workplans, Concours car show event, and some small amounts for landscaping the business areas including Rodeo, and the City's trademark branding attorneys.

RECOMMENDATION

Staff requests the City Council Liaisons review and provide feedback regarding the 2026 Rodeo Drive Holiday décor proposed theme and designs, and budget, as described further in Attachment 1 to this report.

2026

RODEO DRIVE HOLIDAY DECOR



DÉCOR THEME INSPIRATION

HOLIDAY THEME OPTIONS:

- The Most Dazzling Time of the Year!
- 50 Years of Brilliance
- Round We Go in Holiday Glow



Our design features the elegance and sophistication of the holiday spirit. Brilliant oversized gemstones on sparkling platforms can be seen as you enter Rodeo Drive from either end. An overhead garland wreath span will enhance the view as shoppers discover the magnificent installations.

Each wreath installation is scaled at 16 feet, double-sided, so each side of the street see a mirror image of the display. Beautiful wrapped packages enhance the look as the wreath is bejeweled with gems, sparkling ornaments, and twinkling lights.

LIGHTING CONCEPTS



CENTER MEDIAN ILLUMINATION



The center median Palm Trees will be wrapped in warm white light and dripping with running lights as the white rosebushes are immersed in a cascade of sparkling lights

RODEO DRIVE OVERHEAD GARLAND SPANS



RODEO DRIVE OVERHEAD
GARLAND SPANS - LOCATIONS

South Santa
Monica Blvd.
Span

Brighton Way
Span

Dayton Way
Span

Wilshire Blvd.
Span



PLATFORM CONCEPTS



HOLIDAY DÉCOR (200 & 400 BLOCK) ELEMENTS

Electroplated
Outdoor Gemstone
Sculptures

Sapphire

Perimeter
illuminated
garland for
evening glow



Black, outdoor rated wooden
platform box for support

Overall height 12' Tall

Ruby



Mirrored metallic wrapped wooden
base, RDC50 logo on one side of each,
Beverly Hills Shield opposite side

WREATH MECHANICAL DRAWING

Overall height 16' Tall

Display is identical from both sides of the street.

6'

Outdoor rated wooden gift boxes with a smooth finish, painted in high gloss exterior paint



Double-sided Beverly Hills shield coordinated to the overall color story of each stage.

Wreath includes a mix of cool white and warm white twinkle lights.

6'

Stage stands 4'T from the curb

Chrome mirror vinyl ribbons and bows, liquid metal finish in complementary colors

LOCATION #1

Color Concept: Red/Silver

- Beverly Hills Shield Center
- Red/Silver
- Silver Glitter Vinyl Ribbon



LOCATION #2

Color Concept: Silver/Pink/Green

- Beverly Hills Shield Center
- Silver/Pink/Green
- Pink Glitter Vinyl Ribbon



LOCATION #3

Color Concept: Green/Red

- Beverly Hills Shield Center
- Green/Red/Gold
- Red Glitter Vinyl Ribbon



LOCATION #4

Color Concept: Black/Silver/Gold

- 50th Anniversary Medallion
- Black, Silver, Gold
- Gold Glitter Vinyl Ribbon



LOCATION #5: HANUKKAH

HANUKKAH

Color Concept: Silver/Blue

- Silver/Sapphires
- Blue Glitter Vinyl Ribbon
- Center LED Menorah

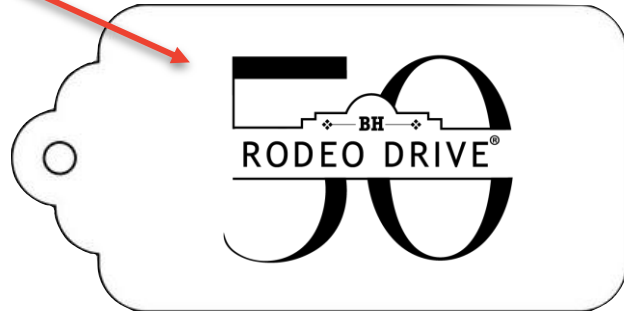


ADDITIONAL STAGE ELEMENTS

Oversized gift tags- Ranging in sizes from 2' to 12" pending the box size on the stage.

This year tags will feature the official 50th Anniversary logo for the street.

Option to have the text on the tag to be in gold/silver.



RODEO DRIVE OVERHEAD GARLAND SPANS ~ ADDITIONAL OPTIONS

Locations #2 & #3



RODEO DRIVE OVERHEAD GARLAND SPANS ~ ADDITIONAL OPTIONS

Locations #1 & #4



RODEO DRIVE OVERHEAD
GARLAND SPANS –
ADDITIONAL OPTIONS

Includes Icicle
Light Drops

No Icicle
Light Drops



Upgrade Costs:

1. ADDITIONAL GARLAND & ORNAMENTS = **\$23,058.00**
(4 spans, \$5,764.50 per span)
2. CUSTOM ICICLE LIGHT DROPS = **\$12,340.80**
(2 spans, \$6,170.40 per span)

** (Pending City Engineer/Public Works weight load review) **

BUDGET

| City of Beverly Hills/Rodeo Drive Committee RODEO DRIVE HOLIDAY DÉCOR ACTIVATION - Thursday, November 19, 2026 INSTALLATION - November 11-15, 2026 STRIKE - January 4-7, 2027 7 Week Activation | | 2025 FINAL BUDGET | 2026 ESTIMATED BUDGET |
|--|--|---------------------|-----------------------|
| 1 | RODEO DRIVE - CENTER MEDIAN HOLIDAY LIGHTING | \$73,475.17 | \$76,770.00 |
| | <i>(16) Palm Tree Trunk Wrapped Lights, Rain Drop Lights in Tree Palm Fronds, Median Rose Bush Sparkling Lighting & Lighting for Platform Scenic Décor. Includes (5) Overnight Crews, (2) Bucket Trucks & Equipment</i> | | |
| 1A | RODEO DRIVE - GARLAND WREATH OVERHEAD STREET SPANS | N/A | \$31,398.00 |
| | <i>(4) Garland Wreath Spans - Including (4) Large 72" centered wreaths, ornaments & sparkling lighting to cross over Rodeo Drive. Includes Installation & Removal, Rigging & Connection Materials.</i> | | |
| | ADDITIONAL OPTION: (4) Garland Spans added to each of the above four spans @ \$23,058.00 | | |
| | ADDITIONAL OPTION: (2) Icicle Light Drops add to (2) span crossing street entrance @ \$12,340.80 | | |
| 2 | RODEO DRIVE - CENTER MEDIAN HOLIDAY DÉCOR | \$256,852.92 | \$280,031.00 |
| | <i>(5) 16' x 4' Platform Vignettes - Large Oversized Wreaths w/Gems, Ornaments, Miniature Twinkle Lighting & Embellishments. (2) Oversized Diamond Shape Electroplated Sculptors, Platform Base, Perimeter Uplighting & Freight. Included in overall costs are (5) Overnight Crews, Forklift, Trucking, Taxes & Overseas Fees.</i> | | |
| 3 | CENTER MEDIAN HOLIDAY DÉCOR - LABOR & MAINTENANCE | \$36,837.50 | \$37,850.00 |
| | <i>Pre Install Planning & Creative Services Team, Onsite Production Manager, Weekly Maintenance - (7) Weeks of Cleaning & On Site Touch Ups (On Call 24/7)</i> | | |
| 4 | RODEO DRIVE - CENTER MEDIAN DÉCOR SAFETY ELEMENTS & POST EVENT STORAGE | \$24,328.83 | \$14,900.00 |
| | <i>Cables, Anchoring, Cartage, Post Event Labor & Storage of Décor Items for (6) Months</i> | | |

BUDGET, CONT.

| | | 2025 FINAL BUDGET | 2026 ESTIMATED BUDGET |
|-----------|---|---------------------|-----------------------|
| 5 | ON-SITE OPERATIONAL PRODUCTION EXPENSES | \$4,725.00 | \$5,800.00 |
| | <i>Radio Communications, Insurance, General Supplies & Crew Expenses</i> | | |
| 6 | POWER AND ELECTRICAL DISTRIBUTION | \$1,000.00 | \$1,750.00 |
| | <i>CAD Drawing, Power Distro Plan Operations & Labor (Power Provided by City of Beverly Hills)</i> | | |
| 7 | TRAFFIC MANAGEMENT & LANE CLOSURES | \$12,458.56 | \$13,500.00 |
| | <i>Third Party Vendor - Traffic Control Management, Lane Closure Equipment, Pre Event Coordination & (4) Overnight Crews, Trucking & On Site Management</i> | | |
| 8 | SECURITY | \$4,250.00 | \$4,650.00 |
| | <i>Third Party Vendor - Outside Security Firm for (4) Décor Load In Overnights & (2) Décor Removal Overnights</i> | | |
| 9 | GRAPHICS DESIGN & PRINTING | \$782.10 | \$1,150.00 |
| | <i>Street Banners Graphic Designer/Labor Fees and Center Median "Surveillance" Signage</i> | | |
| 10 | PERMITS & STREET BANNERS - City of Beverly Hills | CITY OF BH | CITY OF BH |
| | <i>Engineering/Building & Safety Permits, Traffic Control Officers, Lane Closure Street Permits, Public Right of Way, Public Works Coordination, Street Flag Pole Banners, etc.</i> | | |
| 11 | SUBTOTAL | \$414,710.08 | \$467,799.00 |
| 12 | AGENCY FEE (20%) | \$82,942.02 | \$93,559.80 |
| 13 | GRAND TOTAL | \$497,652.10 | \$561,358.80 |

THANK YOU!

B

SET+STAGE CREATIVE
LOS ANGELES

J. Ben Bourgeois Productions, Inc.

