



**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
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/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)**

**Thursday, April 25, 2024
9:00 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) Request from Netflix for approval to close Beverly Gardens Park in front of the Lily Pond and to use branded Netflix logos in order to host Beverly Hills Cop event on June 20, 2024.

3) Future Agenda Items

4) Adjournment


Huma Ahmed
City Clerk

Posted: April 22, 2024

**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 Hall, including the Municipal Gallery is wheelchair accessible.

Item 2



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

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

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: April 25, 2024

SUBJECT: Request from Netflix for approval to close Beverly Gardens Park in front of the Lily Pond and to use branded Netflix logos in order to host Beverly Hills Cop event on Thursday, June 20, 2024.

ATTACHMENTS:

1. Netflix Proposal Deck
2. Beverly Gardens Park Site Plan
3. Beverly Hills Sign View with Stage and Branding
4. Beverly Hills Cop Axel F Signage
5. Boombox at Beverly Gardens Park

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive/Special Events /Holiday Program Committee (Liaisons) are requested to review a request from Netflix to host a Beverly Hills Cop event at Beverly Gardens Park. After decades in the making, Beverly Hills Cop would like to honor key cast in front of the iconic Beverly Hills sign. Proposed event elements would include a branded Netflix podium, large dimensional Netflix logos on each side of the Lily Pond, and white folding chairs mimicking a real life City Council meeting.

DISCUSSION

The Beverly Hills Cop movie franchise began in December 1984 with the release of Beverly Hills Cop which introduced us to a street smart cop from Detroit that travels to Beverly Hills to investigate a crime and find his best friends killers. After 40 years, Axel Foley has gained the love of audiences worldwide and has cemented Beverly Hills Cop as a timeless movie franchise. Netflix feels that it is only right to pay tribute to the impact the franchise has made on Beverly Hills in Beverly Hills where Axel's tactics and funny humor has made cinematic history.

The hour and forty-five minute long event would require closure of the Beverly Gardens Park at the Beverly Hills Sign for 4-hours to include time for set-up, event and load-out. Bike racks will be placed around Beverly Gardens Park from North Santa Monica Boulevard, Canon Drive, Park Way and North Beverly Drive to help control crowds and for safety of all involved (Attachment 2). Safety is of utmost importance for Netflix for this event and movie premiere. In addition to Beverly Hills Police, Netflix will provide private security spread out throughout Beverly Gardens Park and at the Wallis.

As proposed, the private event will be held on Thursday, June 20, 2024 from 5:00pm – 6:45pm. The event will be for invited guest only and press. The closed off area of Beverly Gardens Park will have a seating for guests, press area for questions and an safe area for event staff to stage.

The global streaming service, Netflix, proposes using branded logos on each side of the Lily Pond (Attachment 3) that are 4 ft. wide by 7 ft. tall, with 2 screens, speakers, and a podium that will sit on top of a stage. Behind the stage, in conjunction with the Beverly Hills sign, a proposed “Cop Axel F” sign will sit (Attachment 4). In pictures, this will show up as one integrated sign.

After the presentation at the Lily Pond, guests will be directed across the street to the Wallis for the movie premiere and media questions and answers. The request for the event at the Wallis include a lane closure on Crescent Drive for Valet Drop Offs as well as sidewalk closure of Crescent Drive, South Santa Monica and Canon Drive on the side of the Wallis, to ensure safety of key cast and guests. Private security will be positioned on the sidewalk, maintaining privacy and security of event attendees.

Following the event, Netflix is requesting to stage a large, interactive Boombox at Beverly Gardens Park on the left side of the Lily Pond (Attachment 5). The boombox will be branded, strategically placed to ignite the public excitement. The sleek chrome with the iconic red Netflix logo and Axel F will be across the front of the boombox. The retro, modern scenic piece will evoke nostalgia while signaling innovation. As guest approach the boombox, they will be able to press play and a recording will the theme song from Beverly Hills Cop.

NOTIFICATION AND MARKETING

The City will send out notices to all tour bus companies in advance of event date notifying them of closure of the Lily Pond so that they may find other locations to take tourist to. Tour buses will be asked to visit other areas of the city.

The Beverly Hills Cop event will be publicized by the press and media. Hundreds of references to Beverly Hills and the Wallis will be made starting with the event and when the movie launches in Summer 2024.

FISCAL IMPACT

All expenses related to the event are the responsibility of Netflix including, but not limited to: City permits, City personnel, event fees, and any other associated costs related to the event. All fees will be charged based on the current fiscal year 2023/24 fee schedule.

The City’s Risk Manager recommends General Liability Insurance in the amount no less than \$2 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured as a requirement to be provided by Netflix.

RECOMMENDATION

Staff request Liaisons to formally approve a request from Netflix to host a Beverly Hills Cop event at Beverly Gardens Park on Thursday, June 20, 2024 from 5pm – 6:45pm. Request includes 1) closure of the Lily Pond, 2) branded Netflix podium and large dimensional Netflix logos on each side of the Lily Pond, 3) Beverly Hills “Cop Axel F” sign underneath Beverly Hills Sign, 4) Boombox in Beverly Gardens Park and 5) sidewalk closures around the

Wallis(Crescent Drive, South Santa Monica, and Canon Drive) and on Canon Drive near Beverly Gardens Park.

If approved by Liaisons, staff will take this item to the City Council meeting on May 7, 2024, for full approval.

Attachment 1

Netflix BHC Premiere

June 20, 2024

CROWN + CONQUER

EVENT DECK
2024

Press Event

In 1984, Axel Foley won over audiences across the globe and cemented BHC as a timeless franchise, while also bringing the beauty and glamour of Beverly Hills onto the world's stage. It's only right that we pay tribute to that impact with an event in the city where this movie made cinematic history.

In a PR moment four decades in the making, Beverly Hills will honor the key cast at a press event in front of the namesake sign in Beverly Gardens Park.

Propping will include a branded podium, a dimensional logo, a stage, and white folding chairs.

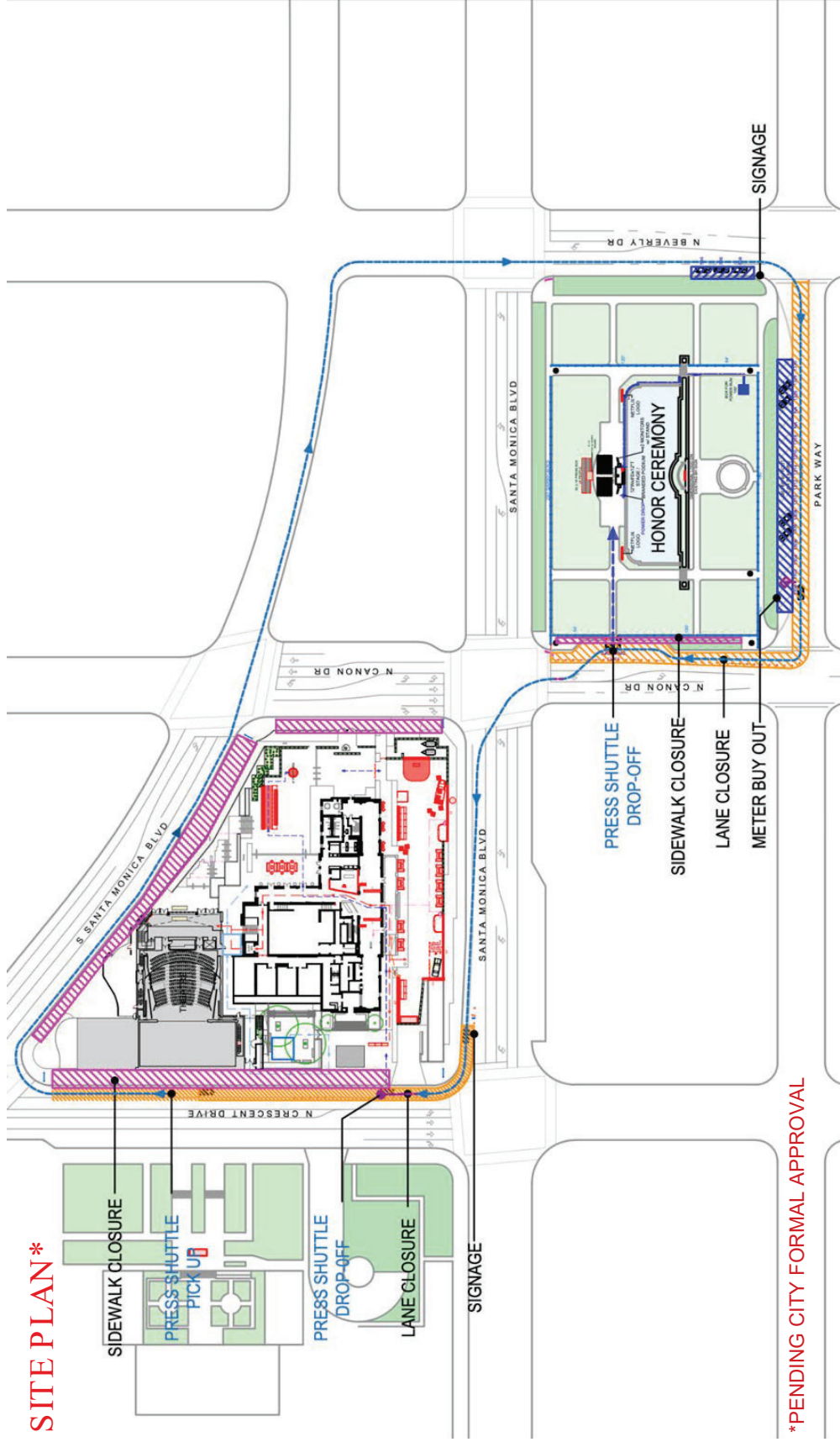


PRESS EVENT

Run of Show

Start	End	Dur	Action	Location
5:00 PM	5:15 PM	15	Bus Departs Junket for Premier w/ Press on Board	Beverly Hills Hotel > Lawn
5:15 PM	5:30 PM	15	Ceremony Check - In	Lawn
6:00 PM	6:30 PM	20	Press Event Begins	Lawn
6:00 PM	6:04 PM	4	Cast Arrival	Lawn
6:04 PM	6:09 PM	5	Introductory Remarks, Celebrity Speaker Guest TBD	Lawn
6:09 PM	6:12 PM	3	Content Reel Plays	Lawn
6:12 PM	6:14 PM	2	Mayor Honors the Key Cast	Lawn
6:14 PM	6:19 PM	5	Cast Speech	Lawn
6:19 PM	6:24 PM	5	Closing Remarks	Lawn
6:30 PM	6:45 PM	15	Ceremony Ends; Press + Cast Head Over To Premiere	Lawn > Annenberg

SITE PLAN*



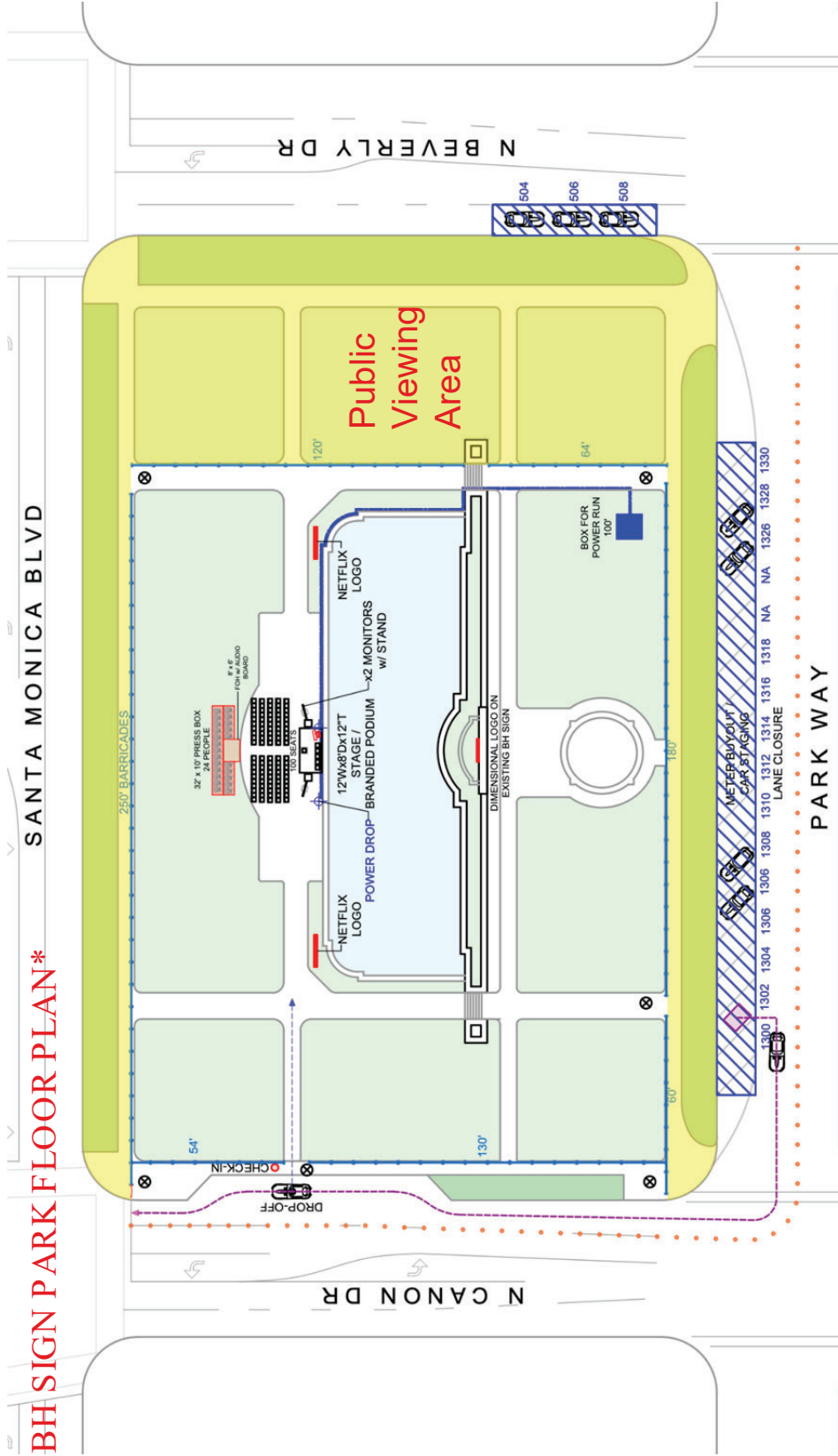
*PENDING CITY FORMAL APPROVAL





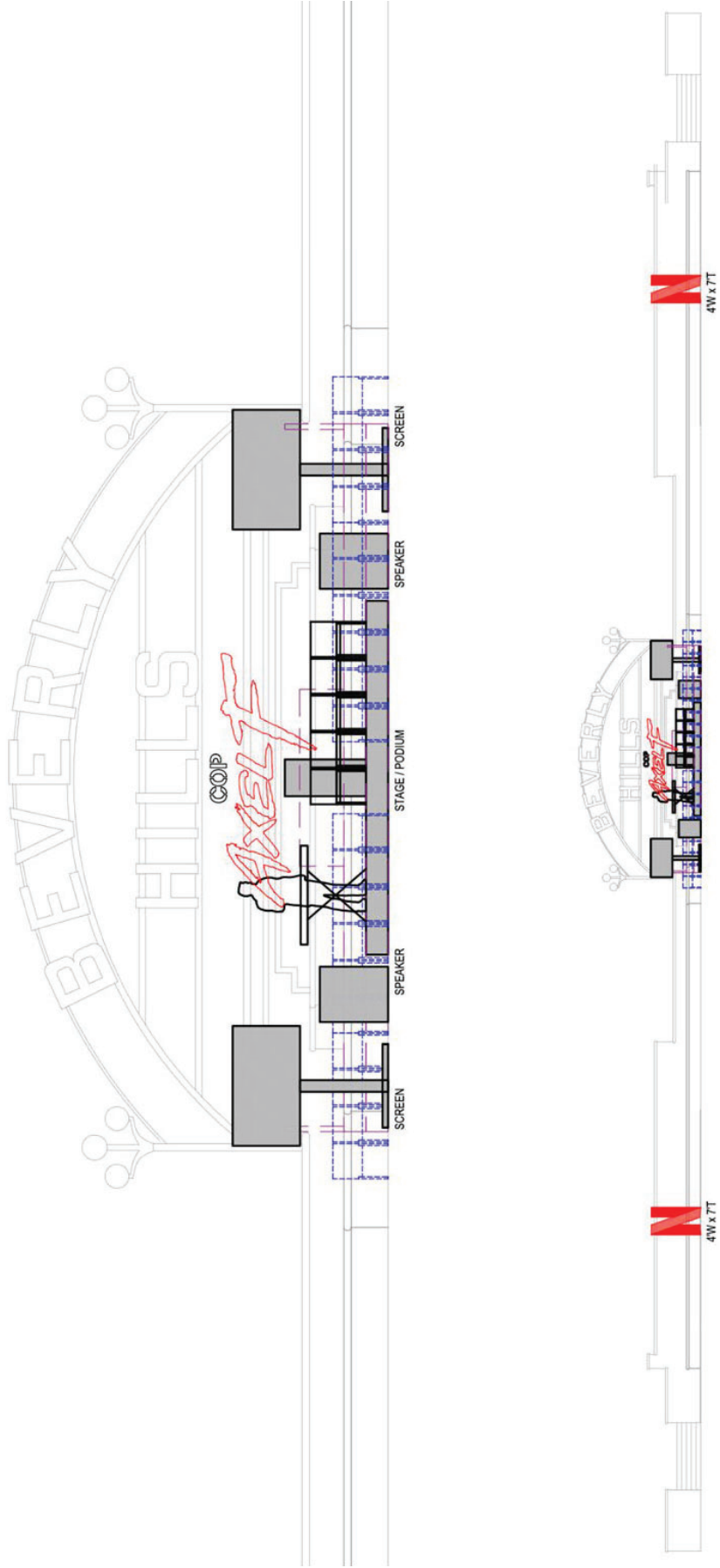
BH SIGN PARK FLOOR PLAN*

SANTA MONICA BLVD



*PENDING CITY FORMAL APPROVAL

STAGE ELEVATIONS*

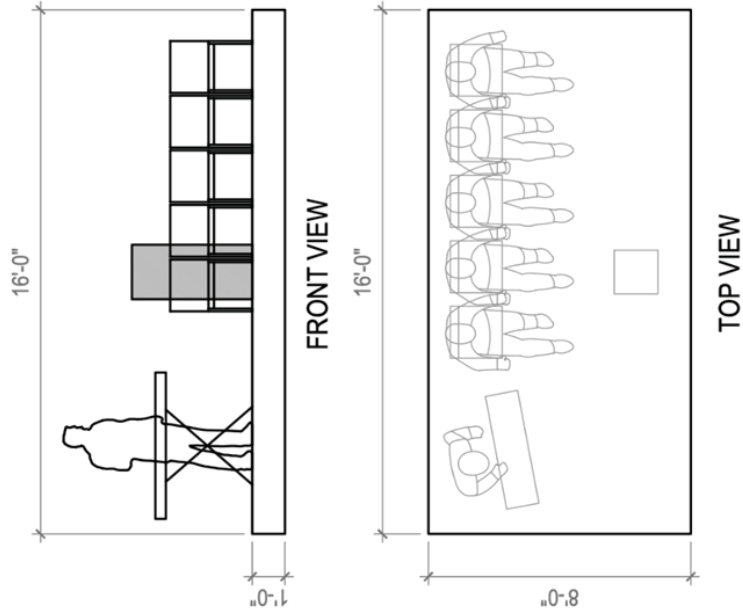


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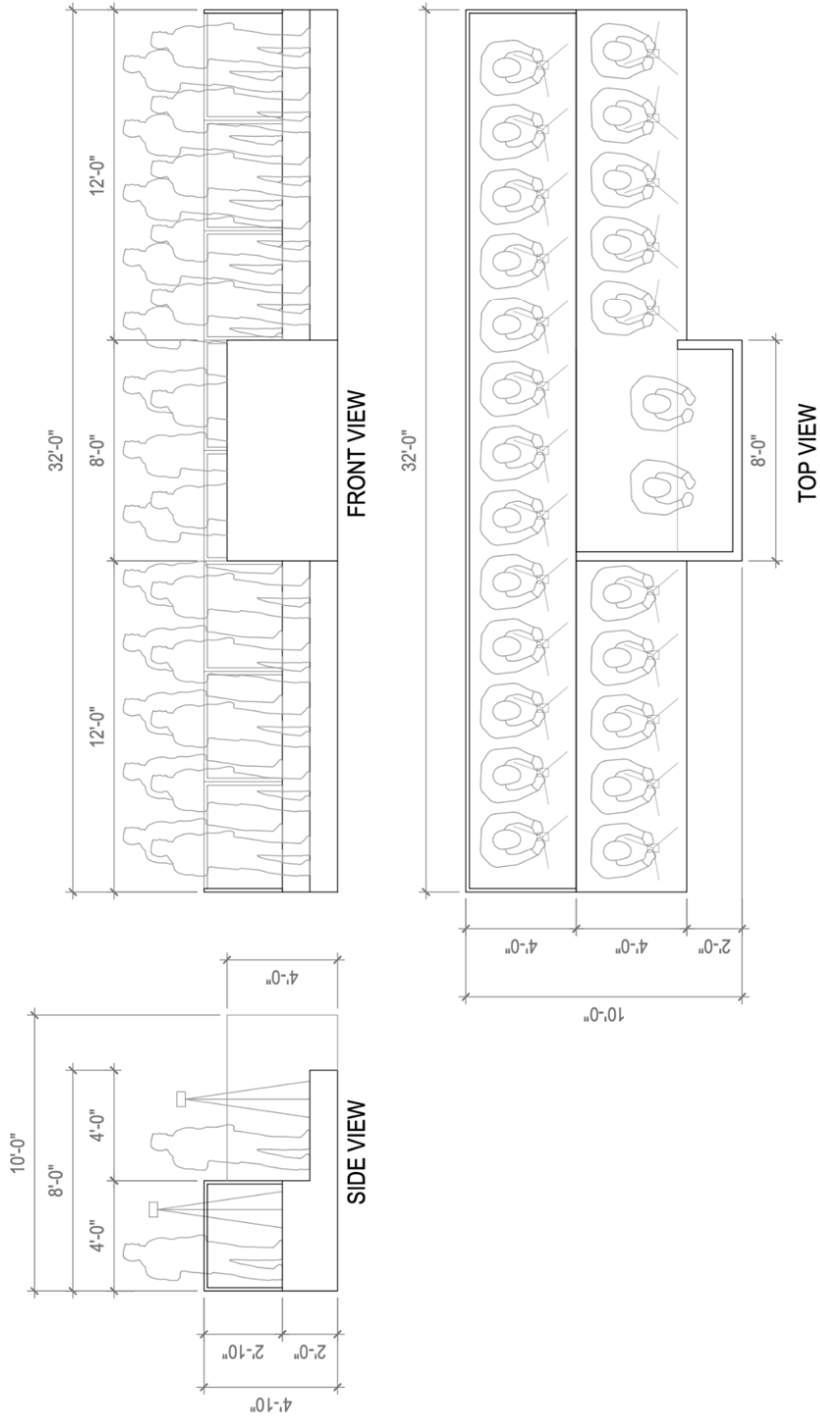
STAGE ELEVATION*



*PENDING CITY FORMAL APPROVAL

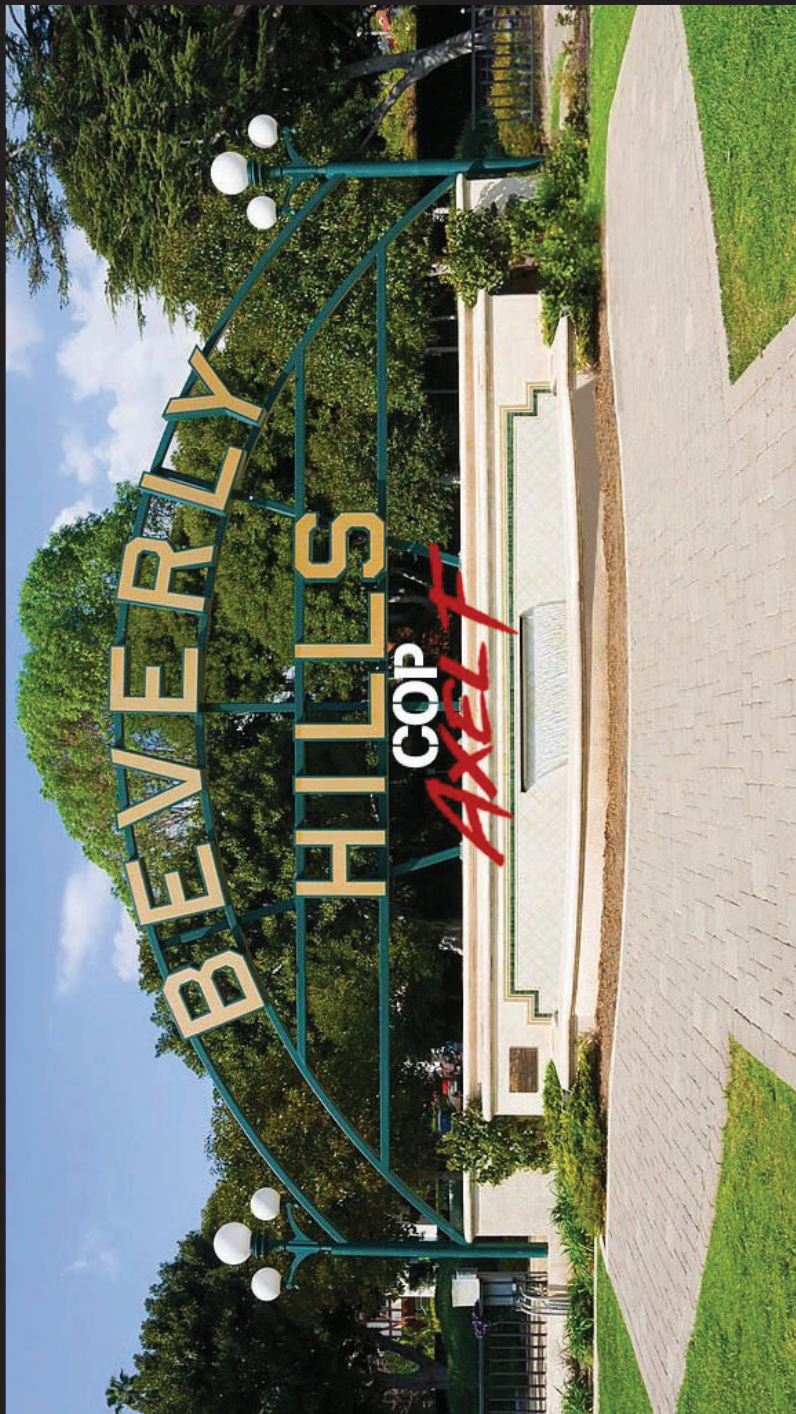


PRESS BOX ELEVATIONS*



* PENDING CITY FORMAL APPROVAL

BH Sign Branding





PRESS EVENT

Transpo

Netflix will arrange transportation for press guests to arrive in style with a BHC-wrapped double decker sightseeing bus. The bus will drop guests off on Canon where they will be checked - in and granted entry to the event.

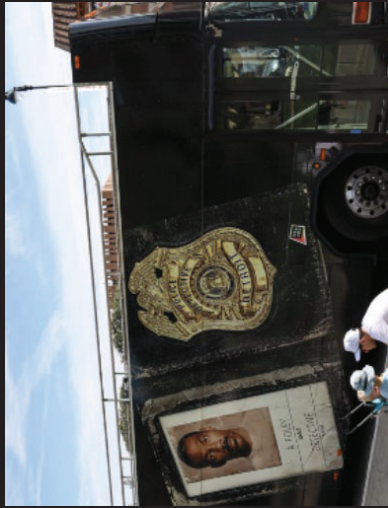
Additional talent and press will arrive via car service to the press event.

Bus Dimensions
L x 15' H x 9' W



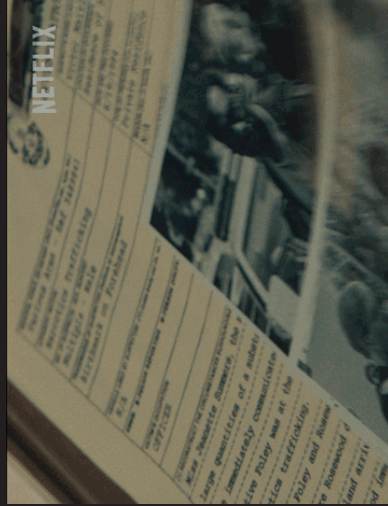
PRESS EVENT

Touchpoints



LET'S TAKE A DETOUR

Guests attending the Honor Ceremony will get shuttled to and from Lily Pond Park on a custom branded Netflix BHC city tour bus.



CLASSIFIED DOCUMENTS

Upon arrival, we'll give out red envelopes labeled 'CONFIDENTIAL' to all guests as a fun, in-world way to grant guests access into the event.



LIVE MUSIC

As a Beverly Hills-take on the famous franchise theme, we'll have a synth player play an elevated cover of the *A-Theme* as main character takes the stage.

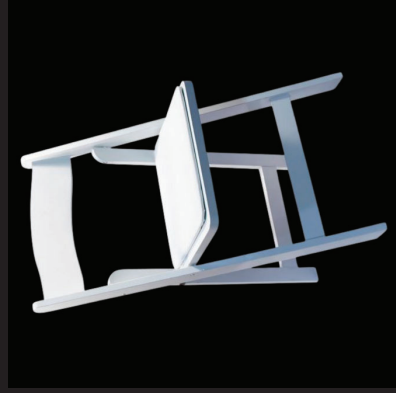
PRESS EVENT

Rentals



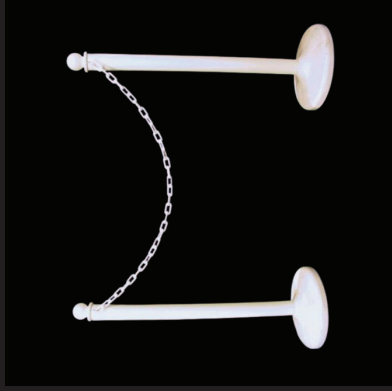
WHITE PVC FENCE LINES

Fence line to keep general public, attendees, and talent safe in park, keeping all major sidewalks clear on perimeter of park.



WHITE RESIN FOLDING CHAIRS

For guest seating in the park, added Netflix logo for an additional branding moment.



WHITE CHAIN LINK ROPE & STANCHION

To delineate guest areas and line queue.



WALNUT PODIUM

On stage, for remarks and speeches. With Netflix branding.



CITY HALL LEAVE BEHIND

Boombox

In the wake of Netflix's highly anticipated Beverly Hills Cop 4: Axel F premiere, at Beverly Gardens Park will be a bespoke branded boombox standing as a captivating relic, strategically positioned to ignite further public intrigue and interaction.

Bedecked in sleek chrome with the iconic red Netflix logo and Axel F key film art emblazoned across its surface, this retro - modern scenic piece evokes nostalgia while signaling innovation.

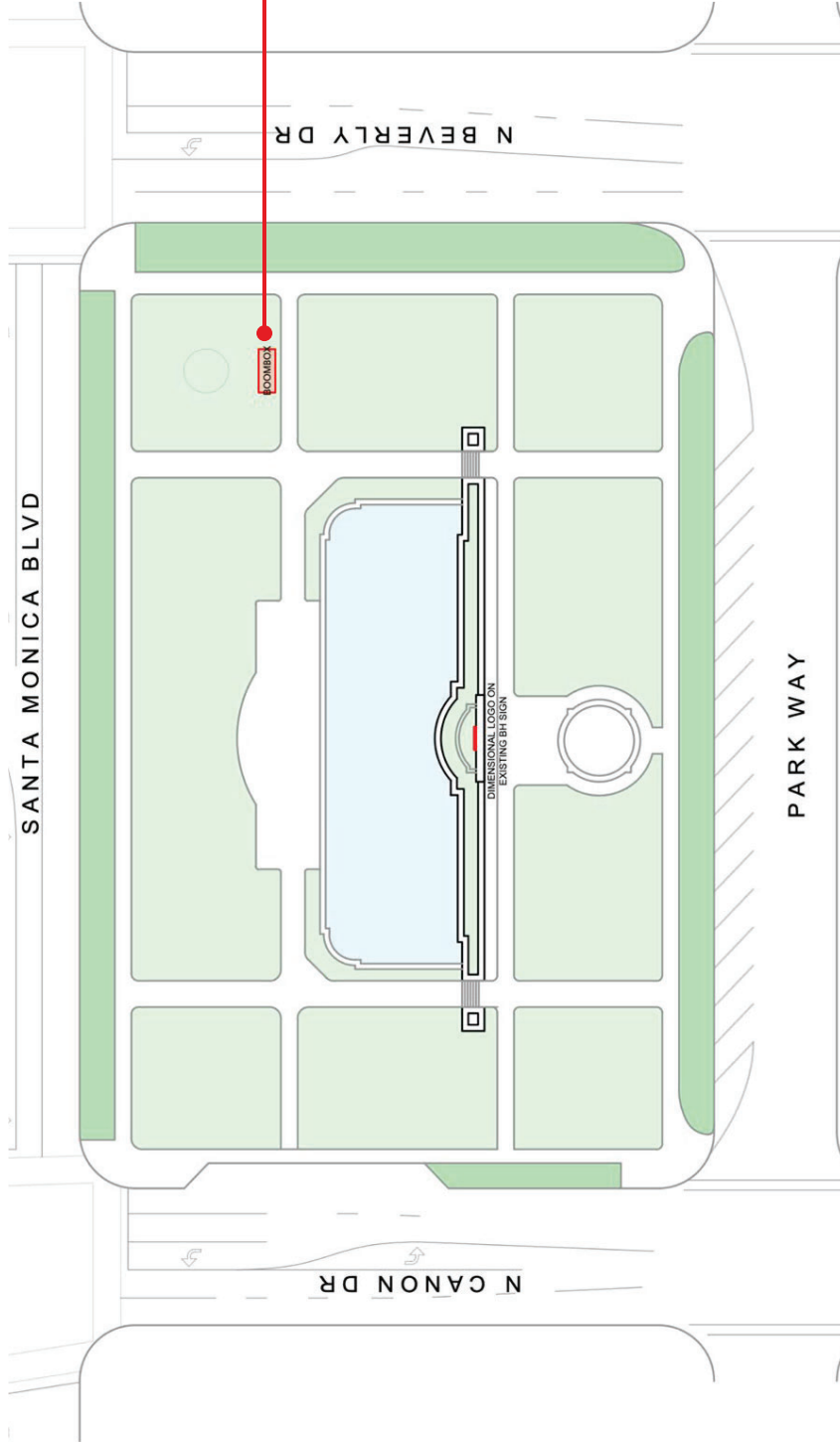
As guests approach the boombox, they are able to press play and a recording will play the iconic theme song from the film. Guests can also find a QR code that will lead to *exclusive film assets*.

Dates Activated: 6/21 - 6/23 (TBC)





BRANDED LEAVE BEHIND FLOOR PLAN



NETFLIX BRANDED BOOMBOX

*PENDING CITY FORMAL APPROVAL

Why Beverly Hills?

What benefit will it bring to the city?

Netflix's Beverly Hills Cop: Axel F. is the fourth installment in the beloved blockbuster franchise, and its 2024 release will mark 40 years of history with the City of Beverly Hills. To celebrate, the global streaming service proposes a press event to take place in front of the iconic Beverly Hills sign, offering a visually captivating backdrop for this momentous occasion that is unmistakably Beverly Hills.

What is the community benefit?

Over the past four decades, the Beverly Hills Cop franchise has entertained audiences worldwide and brought the beauty and glamor of the city to the masses, and this event is sure to catapult that message for a modern audience. We have the opportunity here to merge the iconic franchise with this iconic location to create a moment that will pierce the cultural zeitgeist and reinforce the legacy and cultural significance of both entities.

Why do you want to do it at the Beverly Hills Sign/Lily Pond?

Netflix believes that the location is crucial to the overall impact of the event as it will provide press photos that will travel worldwide that could only happen at one place: Beverly Hills. Not to be replicated or mistaken.

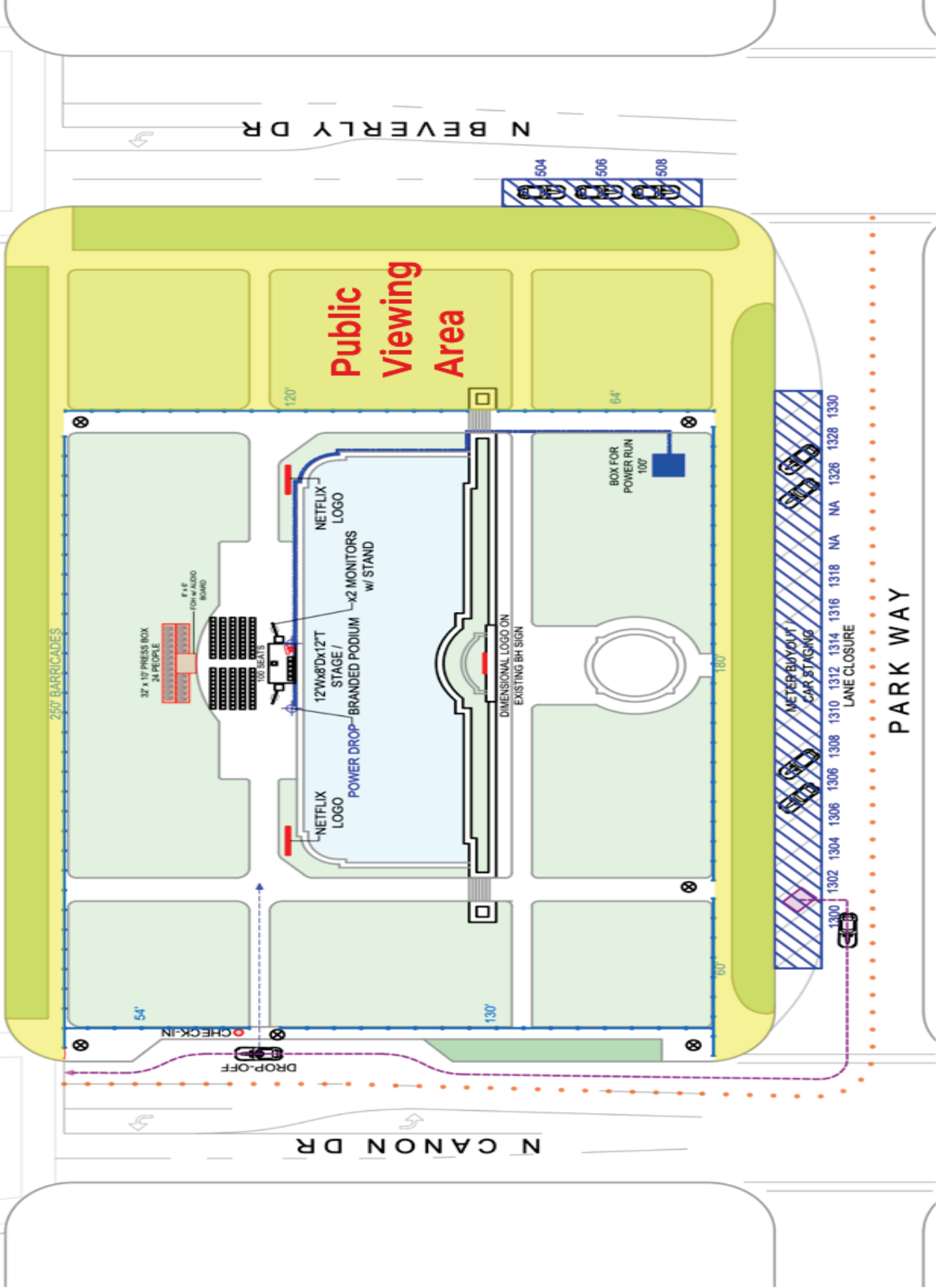
Attachment 2

BH SIGN PARK FLOOR PLAN*

SANTA MONICA BLVD

N BEVERLY DR

N CANNON DR

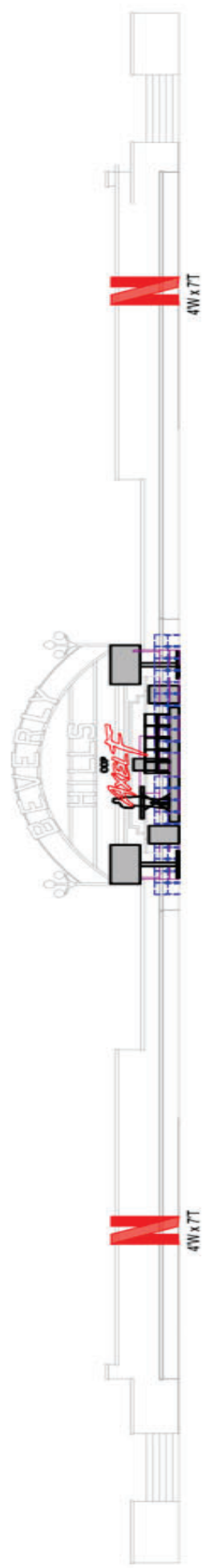
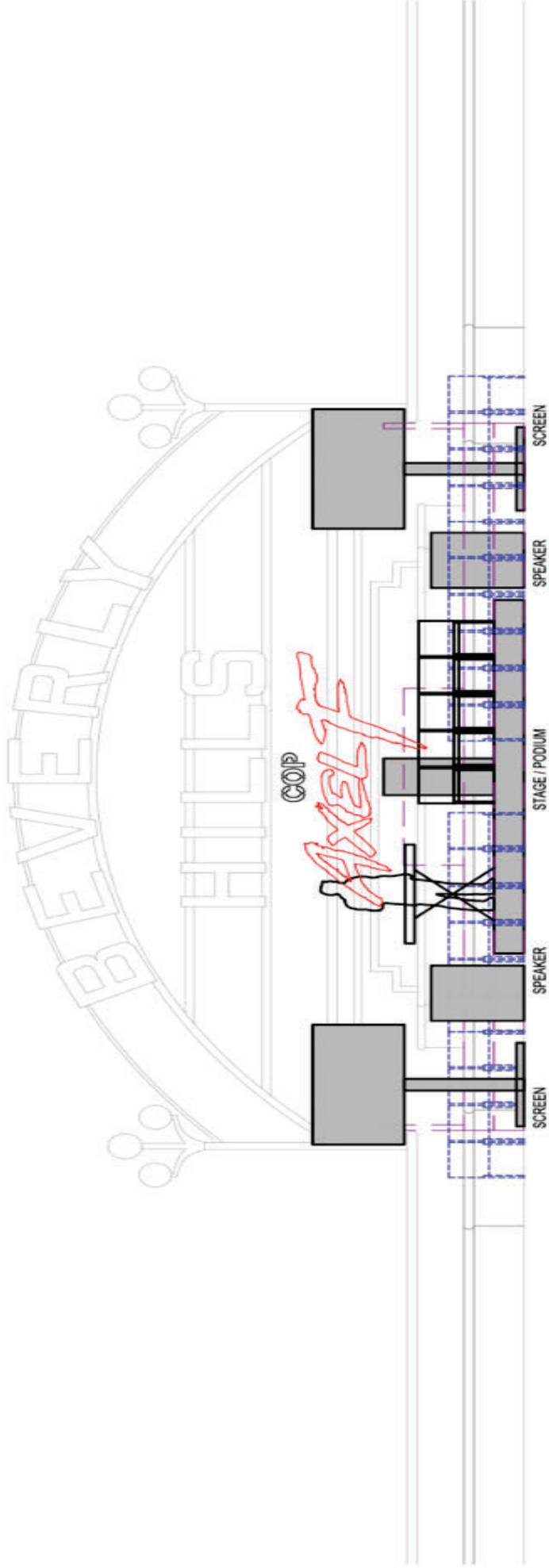


PARK WAY

*PENDING CITY FORMAL APPROVAL

Attachment 3

STAGE ELEVATIONS*



*PENDING CITY FORMAL APPROVAL

Attachment 4

KEY TO THE CITY

BH Sign Branding



Attachment 5

CITY HALL LEAVE BEHIND

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