



**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, April 7, 2026
2:45 PM**

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) Year-Round and Holiday Décor 2026 and 5-year Budget
- 3) Adjournment


Huma Ahmed
City Clerk

Posted: April 2, 2026

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



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CITY OF BEVERLY HILLS
DEPARTMENT OF PUBLIC WORKS

MEMORANDUM

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

FROM: Teresa Revis, Associate Project Manager

DATE: April 7, 2026

SUBJECT: Year-Round and Holiday Décor 2026 and 5-Year Budget

ATTACHMENTS:

1. Presentation
2. Budget Saving Options
3. Checklist

Introduction

This item was agendaized on the March 17, 2026 City Council Rodeo Drive/Special Events/Holiday Program Committee Liaison meeting. Due to time constraints, the Liaisons, Mayor Nazarian and Councilmember Friedman (Liaisons), deferred to the full City Council and the item was included in the Zero Based Budget item on the Study Session Agenda on March 24, 2026. This item was not heard at that meeting and will be included on a future agenda.

The Year-round and Holiday Lighting CIP is funded annually at \$3,500,000; the current spending (\$2,552,200) is below this budget because the City Council has previously directed that Projection Mapping be discontinued, that new décor not be added, and that existing décor, such as Beverly Cañon Gardens and Camden Drive, be reused.

In February 2026, staff met with the Zero-Based-Budget Ad Hoc, Mayor Nazarian, and Councilmember Wells and provided overall options for reducing the year-round and holiday décor. The Ad Hoc expressed interest in reducing the budget significantly and this item provides information about each décor element for discussion. To meet close to a 50% budget reduction, staff has provided recommendations which are reflected in the report and attached presentation (Attachment 1).

This item requests feedback from the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Mayor Nazarian and Councilmember Friedman (Liaisons) regarding the holiday décor program for 2026 and future years.

Discussion

Each year the City sponsors a signature Holiday Décor Program designed to create traditions, celebrate the season, and attract visitors from around the region to shop, dine and stay in Beverly Hills. This report provides a summary of the 2025 décor and requests feedback from the Liaison on décor for 2026 and future years.

Décor in 2025

In 2025 the Citywide décor included the following:

- Warm white lights throughout the business district

- Street pole banners, signage and flyers/postcards (*new design in 2024*)
- Christmas Tree (*new in 2022*) and Menorah (*new base in 2022*) at Lily Pond
- Lights on the Lily Pond Show (*new in 2021, new program each year*)
- Street spans on N. Cañon (*new in 2021, replacement spans for 2025*)
- Street spans on Wilshire (*new in 2019*)
- Street spans on N. Beverly (*new in 2023*)
- Warm white starlight spheres in tree canopy on S. Beverly (*new in 2024*)
- Colored lights and canopy lightfall tubes on Camden Dr (*new in 2017; moved from Robertson in 2023*)
- Santa and Reindeer Display (*new in 2021*)
- Colored tree-wrap lights, starlight spheres La Cienega (*new in 2017*)*
- Lighted Pole Décor and lit garland and bows on Robertson (*new in 2023*)
- Snowflakes in the canopy on the west side of S. SMB (*new in 2017*)
- Garland and bows (*new in 2022*)
- Background Audio (*new in 2022*)
- Beverly Cañon Gardens Walk-through tree and rings**
- Jolly Trolley

*some replacement starlight spheres were purchased in 2021

**In March 2025, the Liaisons (Vice Mayor Friedman and Council Member Wells) recommended using the same décor for 2025.

Planning for 2026 and Future Years

In February 2026 staff met with the Zero-Based-Budget Ad Hoc, Mayor Nazarian and Councilmember Wells, and provided overall options for reducing the year-round and holiday décor budget. The presentation today walks the Liaisons through each décor item and requests feedback from the Liaisons about whether to continue to invest in, reduce the scope of, or discontinue each specific element of the decor.

Each item lists the purchase year and cost for reference, as well as an estimated end-of-life date. Typically, as décor ages, maintenance costs increase, and additional parts are required to keep the décor complete. The recommendations below state replace at end of life or remove. Staff currently makes every effort to extend the life of each décor element, and many items can be displayed for additional years, but if the recommendation is to remove at the end of life, staff will not purchase replacement parts; instead, the décor area will be reduced until it is no longer impactful, at which time it will be removed. Once a critical mass is lost, we would remove the décor element entirely and not replace it.

Examples of how this would be handled:

- Spans: Install fewer span (removing from ends or having them further apart)
- Canopy Décor: Fewer items per tree or reducing the trees used
- Banners: Don't install on one street so that we have spares for other streets
- Speakers: remove from the ends of the street (or reduce to specific streets)
- Lily Pond: Fewer reeds would be installed (focusing on the center of the pond)

Year-round Decor

Twinkle Lights

Currently, the City installs twinkle lights in the Business Triangle, on Wilshire Blvd, S. Beverly Drive, La Cienega Blvd., and Olympic Blvd between S. Beverly and S. Robertson. The lights started in the business triangle but over the years have spread out along all of Wilshire, and up La Cienega and in 2022 they were added to Olympic Blvd between Robertson and Rexford at the request of a business owner. These lights are maintained year-round and replaced annually to keep the color warm-white.

Purchase / Annual Replacement Cost: \$435,000

Annual Maintenance Cost: \$100,000

Recommendation:

1. Reduce the timing for the annual replacement to every two years
save \$217,500 annually
2. Refocus on the triangle, S. Beverly Drive, and La Cienega Blvd; savings to be determined depending on what is reduced. This suggestion is only a savings if we do not install twinkle lights on these trees for the holidays.
3. *Savings: \$217,500 or more*

City Hall Lighting

Currently the City has 3 options for projection and decorative lighting on City Hall.

- Tower Projection (image through a GOBO projector)
- Crescent Projection (image through 2 GOBO projectors)
- Crescent Palm Trees (programable color twinkle lights)

We currently have a not-to-exceed budget of \$50,000 to pay for these services throughout the year as requests are made and the Mayor provides direction.

Staff recommends that we purchase the GOBO equipment in 2026 for an estimated cost of \$15,000, with initial savings between \$600-\$900 per use. The equipment is estimated to last 10 years with annual removal and maintenance.

Additional cost savings can be attained by scheduling our annual lighting, such as Independence Day, so that we purchase the image for use over multiple years.

Annual Cost: not to exceed \$50,000

Recommendation: Purchase GOBO equipment \$15,000 (\$600-\$900 per use)

Savings: \$0 until year 2, depending on usage frequency.

N. Cañon Spans

The final element of our year-round décor is the N. Cañon Spans. These were originally purchased and installed in 2021 for the holiday season and became year-round décor in 2023. The lights are reprogrammed each year to be warm white year-round and multi-colored for the holiday season. Replacement equipment was purchased in 2025 and are estimated to need replacement again in 2029.

The N. Cañon Spans can be continued as is, with replacement parts ordered as needed, or, as the spans begin to fail, staff can reduce the number of spans installed and eventually remove all of the spans.

In order to align with the design direction over the past year, staff recommends keeping the spans warm white for the holiday season, saving \$3500.

Purchase cost: \$470,000 (2021)

Annual cost: \$13,500

Recommendation: keep warm white; reduce, then remove

Savings: \$3,500 (not programming to color) in 2026

Holiday Decor

Santa and Reindeer Display

The City has had a Santa and Reindeer display at this location (Beverly Dr. at Wilshire Blvd) since at least 2008, when the current pole and wires were installed. The current display was first created and installed in 2021 and is anticipated to last until 2031 with some regular maintenance and as-needed repairs. The annual cost to install, remove, and store the Santa and Reindeer display is \$75,000.

Purchase cost: \$285,000 (2021)

Annual cost: \$75,000

Recommendation: extend life through maintenance and replace at the end of life

Savings: \$0

Beverly Gardens Park Menorah and Tree

Each year, the City installs a Menorah and Tree at Beverly Gardens Park. The Menorah has been enhanced to include a large base with lighting and packages and two dreidels. In the past two years we've also included lighting on the wall and tree behind the menorah as well as lights hanging down from the branches of the trees. The 14' tree is installed each year with the same décor package.

For 2026, staff recommends replacement of the menorah with a new base and LED arms and stem. The menorah does not require replacement at this time, but the proposed replacement would improve the display's visibility. The tree is estimated to need replacement in 2027 and we would recommend an updated décor package at that time.

Menorah purchase cost: \$18,000 (2023 and 2025)

Tree (and décor) purchase cost: \$34,000 (2022)

Annual cost: \$35,000

Recommendation: Upgrade Menorah in 2026, \$25,000; replace tree in 2027 or when necessary, \$45,000

Savings: \$0

Beverly Gardens Park Glowing Reeds

The Lily Pond Glowing Reeds program was designed and purchased in 2021. Each year the City works with the designer to create a new program for the music and light show. Staff recommends reusing past shows to minimize the programming cost for 2026.

The Lily Pond glowing reeds can be continued as is, with replacement parts ordered as needed, or, as the reeds begin to fail, staff can reduce the numbers and eventually end the lily pond show. Without purchasing additional parts the show will likely last two more years, becoming smaller each year.

Purchase cost: \$610,000 (2021)

Annual cost: \$205,000

Recommendation: reuse programming, reduce, then remove the Lily Pond show

Savings: \$ 40,000 in 2026; \$205,000 at the end of life

Beverly Cañon Gardens

The current décor at Beverly Cañon Gardens has been used in 2024 and 2025. The tree can be used again for 2 more years. The tree and walk-through rings can be reused with some cost incurred to refresh damaged items. Staff recommends continuing the current décor package and replacing the tree when it reaches the end of its life.

Purchase cost: \$250,000 (2024)

Annual cost: \$225,000

Recommendation: Refresh and continue the current décor package; Purchase a new décor package in 2027 and a new tree when necessary.

Savings: \$125,000 for continuing the existing décor package and only repairs to the existing decor

Wilshire Spans

The current Wilshire spans were purchased in 2019 for \$530,000. The annual cost to install, remove, store the spans is \$125,000. They are estimated to last 4 more years. Staff recommends replacement at end of life.

Purchase cost: \$530,000 (2019)

Annual cost: \$125,000

Recommendation: Replace at the end of life

Savings: \$0

N. Beverly Spans

The N. Beverly Drive Spans were purchased and first installed for the 2023 holiday season for \$450,000. The annual cost to install, maintain, remove and store this décor is \$200,000 and they are estimated to last 3 more years. In order to align with the design direction over the past year, staff recommends keeping the spans warm white for the holiday season, saving \$3,500. The N. Beverly Spans can be continued as designed, with replacement parts ordered as needed, or, as the spans begin to fail, staff can reduce the number of spans installed and eventually remove all of the spans.

Purchase cost: \$450,000 (2023)

Annual cost: \$200,000

Recommendation: Keep the program white, discontinue at the end of life

Savings: \$3,500 in 2026 and \$200,000 at the end of life

Brighton Spans

In The Brighton Spans were installed in 2024 for \$98,000 and changed to warm white in 2025. The annual cost is \$60,000. They are estimated to last for approximately 8 more years. Staff recommends continuing until end of life and then removing.

Purchase cost: \$98,000 (2024)

Annual cost: \$60,000

Recommendation: Discontinue at the end of life

Savings: \$0 in 2026, \$60,000 at the end of life

S. Beverly Canopy Spheres

The S. Beverly Canopy Spheres were purchased in 2024 for \$250,000. The annual cost is \$125,000. Staff recommends reducing the numbers until discontinuing at the end of life, estimated to be 2031.

Purchase cost: \$250,000 (2024)

Annual cost: \$125,000

Recommendation: Discontinue at the end of life

Savings: \$0 in 2026; \$125,000 at the end of life

S. Santa Monica Blvd Snowflakes

The snowflakes have been used since 2018 on S. Santa Monica Blvd. west of Wilshire. for \$35,000. The annual cost to install, remove, and store is \$28,000. Currently there are only 22 ficus trees remaining on S. Santa Monica Blvd. Since these are already old and have been reduced by the tree reductions, staff recommends no longer installing these and dispensing with the snowflakes.

Purchase cost: \$35,000 (2018)

Annual cost: \$28,000

Recommendation: Discontinue in 2026

Savings: \$28,000

N. Camden Drive

In 2023, the small business task force requested additional holiday décor west of Rodeo. The lightfall tubes were first installed on Camden Dr. in 2023 in response to this request. This décor had previously been installed on Robertson Blvd., since 2016. The annual cost to install, remove, and store the canopy lightfall tubes and the colored tree wrap lights is \$48,500. Since this décor is 10 years old and is declining, staff recommends no longer installing these and dispensing of the lightfall tubes and colored lights.

Purchase cost: \$100,125 (2016)

Annual cost: \$48,500

Recommendation: Discontinue in 2026

Savings: \$48,500

La Cienega Blvd

La Cienega Blvd décor was purchased in 2018, with significant replacements purchased in 2021. The annual cost to install, remove, and store the colored spheres and twinkle

lights is \$98,500. This décor is not at the end of life, but the annual cost to install, maintain, remove, and store is significant, and staff recommends no longer installing these and dispensing of the spheres and colored tree wrap lights.

Purchase cost: \$113,535 (2018 / 2020)

Annual cost: \$98,500

Recommendation: Discontinue in 2026

Savings: \$98,500

Robertson Blvd

The Robertson Blvd light pole décor and lighted garland was purchased in 2023 for \$165,000. The annual cost is \$35,000. These are estimated to last 7 more years. Staff recommends continuing them at 100% and then reducing the numbers until removing the garland and pole decor.

Purchase cost: \$165,000 (2023)

Annual cost: \$48,000

Option: Discontinue at end of life

Garland and Bows

Garland and bows are installed each year on Brighton, Dayton, and S. Santa Monica. This décor was purchased in 2022 for \$75,000, and the annual cost is \$58,000. This garland does not have lights, since the trees in these areas already have twinkle lights. Staff recommends continuing the garland and bows since it is a daytime and pedestrian benefit.

Purchase cost: \$75,000 (2022)

Annual cost: \$58,000

Recommendation: Continue and replace as needed

Savings: \$0

Banners

The holiday banners are redesigned every 3 years (from a different budget), and the current banners have been used for 2 years. First year cost to fabricate, install, remove, and store the banners is \$75,000. The following year's cost is \$40,000 plus replacement banners if necessary. Staff recommends reducing the area of the banners to prevent the need to purchase replacement banners and continuing their use for more than 3 years.

Purchase cost: \$75,000 (2025)

Annual cost: \$40,000

Recommendation: Reduce the area, continue the design beyond 3 years

Savings: 2026: minimal; 2027: \$75,000

Banner Uplights

Uplights are currently installed in the triangle and on every other pole on Wilshire. These have been used for at least 20 years, with some replacements each year. We currently have approximately 400 of these, and they cost approximately \$100 each. The annual cost to install, remove, and store the uplights is \$25,000. Since these have minimal

impact on the décor, staff recommends discontinuing these in 2026. As an alternative, we would recommend reducing the area to the triangle.

Purchase cost: \$40,000 (2005 - 2024)
Annual cost: \$25,000
Recommendation: Discontinue
Savings: \$25,000

Background Audio

The background audio was purchased in 2022, with some replacements in 2024; Rodeo equipment was purchased in 2025. The estimated end of life is 2029/2030. The annual cost to install, remove, and store for 2026 will be \$72,500. Staff recommends continuing the audio until its end of life, and not replacing the equipment.

Purchase cost: \$90,000 (2022/ 2025)
Annual cost: \$60,000 (2025), \$72,500 (2026)
Recommendation: Discontinue at the end of life
Savings: 2026: \$0; 2029: \$90,000

Jolly Trolley

The Jolly Trolley has been part of the holiday programming for three years. The operating cost, decorations, and signage are \$13,700 for the season. The ridership average is 42 people per night. Due to the low ridership, staff recommends discontinuing the Jolly Trolley.

Annual décor and operating cost: \$13,700
Recommendation: Discontinue in 2026
Savings: \$13,700

Fiscal Impact

The 2025 holiday and year-round décor budget expenditure is estimated to be \$2,552,200 which is below the CIP budget of \$3,500,000. Depending on the recommendations of the Liaisons, staff estimates a savings of up to \$931,000 for 2026/27 and varying for future years.

The numbers in the report are based on 2025 costs and will need to be adjusted for 2026 and future years using actual estimates. Our décor vendor is still reviewing the condition of the décor since removal from the 2025 holiday season and may find that additional repairs are needed. Attachment 1 presents a 5-year cost analysis with saving options, based on the recommendations outlined in this report and an alternative option continuing the majority of the décor, but with some minor cost savings.

The Liaisons recommendations will be shared with the City Council as part of the zero based budget item at a future meeting.

The funding will be included in the FY 2026/2027 Capital Improvement Project (CIP No. 00635) for Citywide Decorative Lighting and Holiday Decorations, and the contract amendment with the décor vendor will be brought to the City Council for approval.

The Rodeo Drive décor, 2025 cost of \$497,969, and Rodeo Drive Holiday Lighting Celebration, 2025 cost of \$685,151, are not part of this Capital Improvement Project; therefore, they remain funded at this time.

Recommendation

At this time staff recommends that the Liaisons provide feedback on the Year-round Lighting and Holiday Décor elements and possible savings. Attachment 2 is a checklist of items for feedback, including 2025 cost.

ATTACHMENT 1

A photograph of the Beverly Hills sign at sunset. The sign is a dark archway with the words "BEVERLY HILLS" in gold letters. It is decorated with three orange spherical lights on the left and right sides, and a red bow. The sign is reflected in a body of water in the foreground. The water is also decorated with numerous vertical, multi-colored light tubes in shades of blue, purple, and green. The sky is a mix of orange, yellow, and blue, with scattered clouds. A palm tree is visible in the background to the right.

YEAR-ROUND AND HOLIDAY DÉCOR 2026 AND FIVE-YEAR BUDGET

Rodeo Drive Committee/Special Events/Holiday Program Committee

April 7, 2026




Year-Round Décor – Twinkle Lights

- Annual replacement *\$435,000*
- Recommend trying a 2-year replacement, *\$217,500* annually
- Recommend reducing area to triangle only
 - But only if we won't be installing for the holidays
- Year-round maintenance annual cost *\$100,000*
 - Possible reduction based on reduced scope
 - Some increase with 2-year replacement schedule



Proposed year-round lighting map

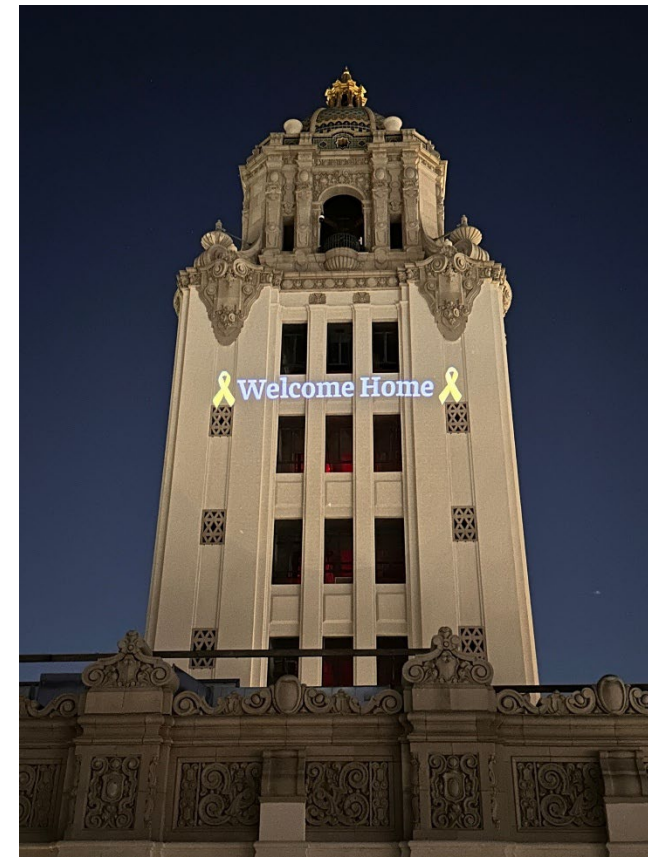


-  Twinkle lights
-  Canon Spans
-  Twinkle lights - discontinue

Year-Round Décor – Gobo's and City Hall Lighting

- Options currently available
 - Tower projection (GOBO) est \$1,200/week (\$2,000/month)
 - Crescent projection (GOBO) est \$2,000/week
 - Crescent palm trees est \$1,200 per program

- Annual budget \$50,000
 - Savings
 - Purchase equipment and keep installed on Crescent and tower
 - save on rental cost (saving \$15,000)
 - Install/removal cost (cut in half or more)
 - Print cost savings with multi-year commitment to reuse images
 - Scheduling ahead to avoid rush charges



Year-Round Décor – Gobo's and City Hall Lighting

Holiday

- Independence Day
- Labor Day
- Winter Holidays

Community:

- Kindness Week – Feb
- Summer BOLD – July/Aug
- BH High School Homecoming - Fall
- Make Music Day - June
- Pride – June

Sports Playoffs:

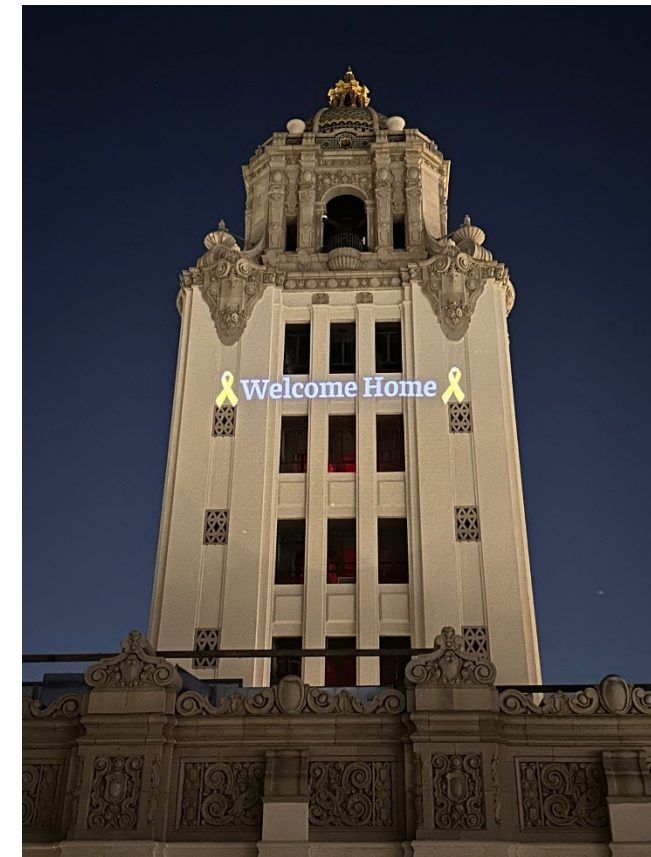
- LA Rams or Chargers – Jan/Feb
- LA Dodgers – Oct/Nov
- Lakers or Clippers - June
- Angel City Soccer (NWSL) - Nov
- LAFC (MLS)– Dec?

Awareness:

- Holocaust Remembrance – January
- Red Cross – March
- Overdose Awareness - August
- Ovarian Cancer Awareness - September
- Breast Cancer Awareness – October
- Lung Cancer Awareness - November
- Alzheimer's Awareness - December

Political and Local:

- Queen Elizabeth
- Vin Scully
- Mahsa Amini
- Police Officer Tribute (El Monte)
- Israeli Independence
- Israeli Unity
- Hostage Gobo (bring them home, welcome home)
- Women's Rights (Pink trees and wash)



Year-Round Décor N. Cañon Spans

- First installed for 2021 holiday season \$448,000
- Current equipment purchased in 2025 \$470,000
(estimated end of life 2029)
- Annual cost to maintain \$10,000
- Annual cost to program \$3,500
- Staff recommends:
 - keeping white for holiday 2026 (saving \$3,500)
 - Remove at end of life



Holiday Décor Map

- N. Beverly Spans
- N. Canon Spans
- Wilshire Spans
- Brighton Spans
- La Cienega Spheres
- Robertson Pole mounts
- S. Beverly Spheres
- S. Santa Monica Snowflakes
- N. Camden Lightfall Tubes
- Beverly Canon Gardens
- Beverly Gardens Park
- Rodeo Drive (by RDC)
- Santa and Reindeer Display





Santa and Reindeer Display

- City has had a Santa and Reindeer at this location since at least 2008
- Created and first used the current Santa and Reindeer in 2021 \$285,000
- Annual cost \$75,000
- Estimated end of life 2031

Beverly Gardens Park Menorah and Tree

- Annual Cost **\$35,000**
- Recommend replacing menorah and base in 2026 (customizable LED) **\$25,000**
- Tree estimated to need replacement in 2027 or 2028) **\$20,000** plus new décor package **\$25,000**
- Recommend continue tree until end of life and then replace both tree and décor package.



Beverly Gardens Park – Lily Pond Glowing Reeds

- Purchased in 2021 \$610,000
- Annual cost \$205,000
- For 2026, to keep as designed, est.
\$25,000 for parts
- Recommend reusing old programming
saving \$40,000
- Recommend reducing then removing
- Estimated to continue through 27-28



Beverly Cañon Gardens

- Tree purchased in 2023 \$138,000 (est end of life 2026)
- Walk-through rings purchased 2024 \$100,000
(est end of life 2034)
- Current décor package used in 2024 and 2025, can continue for 2026 (est: \$25,000 for repairs)
- Annual cost (installation, maintenance, removal, storage, replacement grass)
\$225,000 for repeat package
- *New décor estimate \$150,000+*
- Recommend continuing with the same décor for 2026





Wilshire Spans

- Purchased in 2019 \$530,000
- Annual cost (install/removal/storage) \$125,000
- Estimated to last 4 more years

- Recommend replace at end of life



North Beverly Spans

- Purchased in 2023 \$450,000
- Annual cost \$200,000
- Estimated to last 3 more years at 100%
- Recommend keeping all lights warm white to save programming fee and align with other décor savings \$3,500
- Recommend reduce then remove

Brighton Spans

- Purchased in 2024 \$98,000
- Estimated end of life 2034
- Changed to warm white in 2025 \$10,000
- Annual cost \$60,000

- Recommend reduce then remove





South Beverly Canopy Spheres

- Purchased in 2024 \$250,000
- Estimated to last 3-4 more years at 100%
- Annual cost \$125,000
- Recommend reduce then remove



South Santa Monica Blvd Snowflakes

West of Wilshire

- Purchased in 2018 \$35,000
- Annual cost \$28,000
- Current inconsistent tree locations (22 trees remain)
- Declining already, we're installing fewer per tree

- Recommend discontinuing this decor



North Camden Drive

Lightfall Tubes and
Colored Tree-Wrap Twinkle Lights

- Purchased in 2015 for Robertson
- Moved to Camden for 2023 season
- Annual cost *\$48,500*
- Declining already, we're installing fewer per tree

- Recommend remove and keep warm white lights year-round

La Cienega Blvd

Colored Tree-Wrap Twinkle Lights and
840 Colored Spheres in Canopy

- Purchased in 2018
- Significant replacements in 2021 \$68,000
- Annual cost \$98,500
- Declining already, we're installing fewer per tree
- Recommend discontinuing in 2026





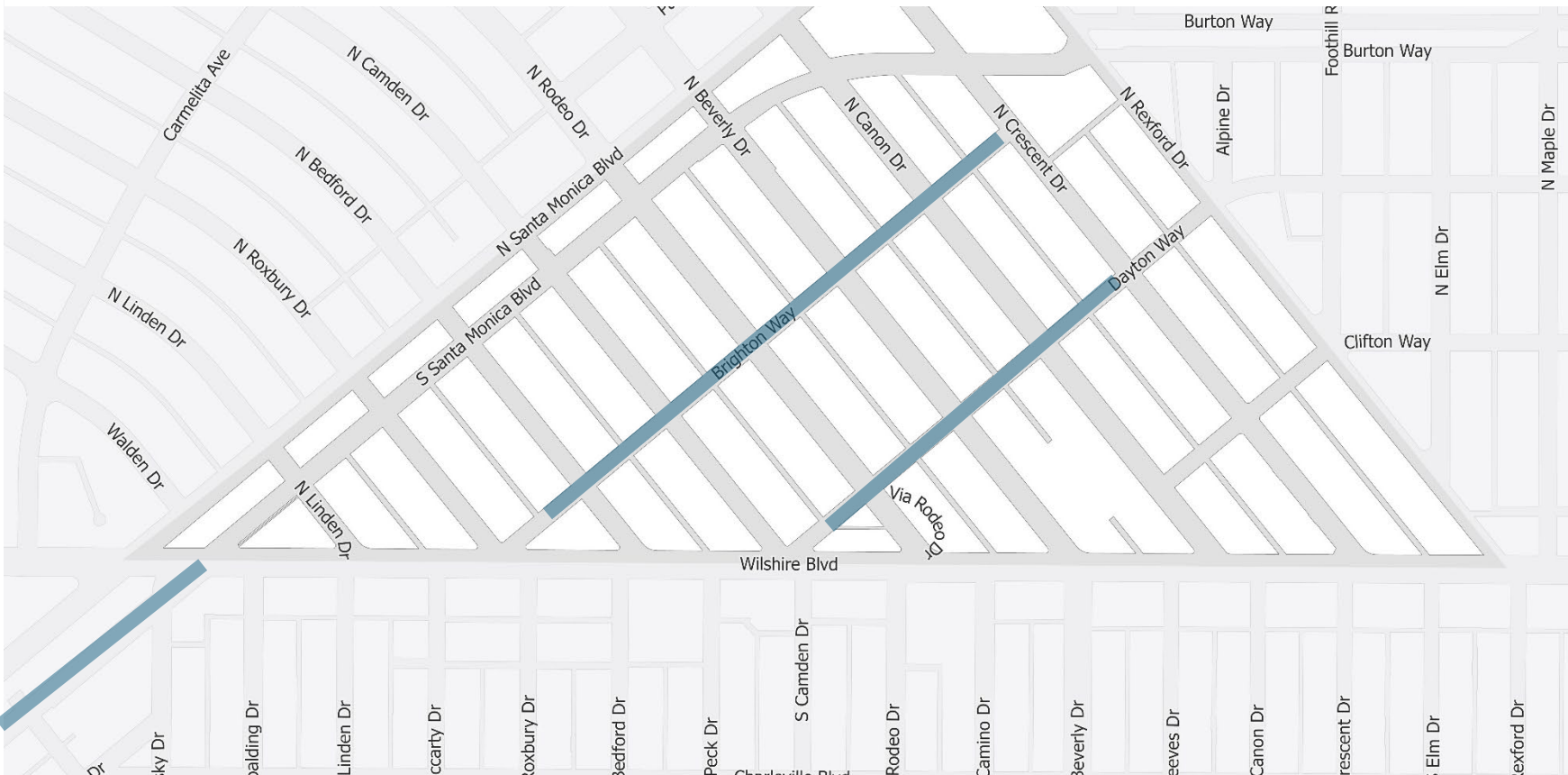
Robertson Blvd

Pole Mount Lights and
Lighted Garland with Bows

- Purchased in 2023 *\$165,000*
- Estimated end of life: 2033
- Annual cost *\$35,000*
- Garland and Bows are lit on Robertson (no trees have twinkle lights)
- Recommend continuing and discontinuing at end of life

Garland and Bows

- Purchased in 2022 \$75,000
- Annual Cost \$58,000
- Estimated life 2029
- Daytime and pedestrian benefit
- Recommend continue



Banners and Uplights

- Redesigned every 3 years (from different budget)
- Current banners have been used for 2 years
- 1st year cost \$75,000
- Annual cost \$40,000





- Uplights installed in the triangle and on Wilshire
- Annual cost \$32,500

Cost-Saving Options:

- Reduce area of banners
- Continue current design beyond 3 years
 - some additional cost for spares – unless area is reduced
- Discontinue uplights








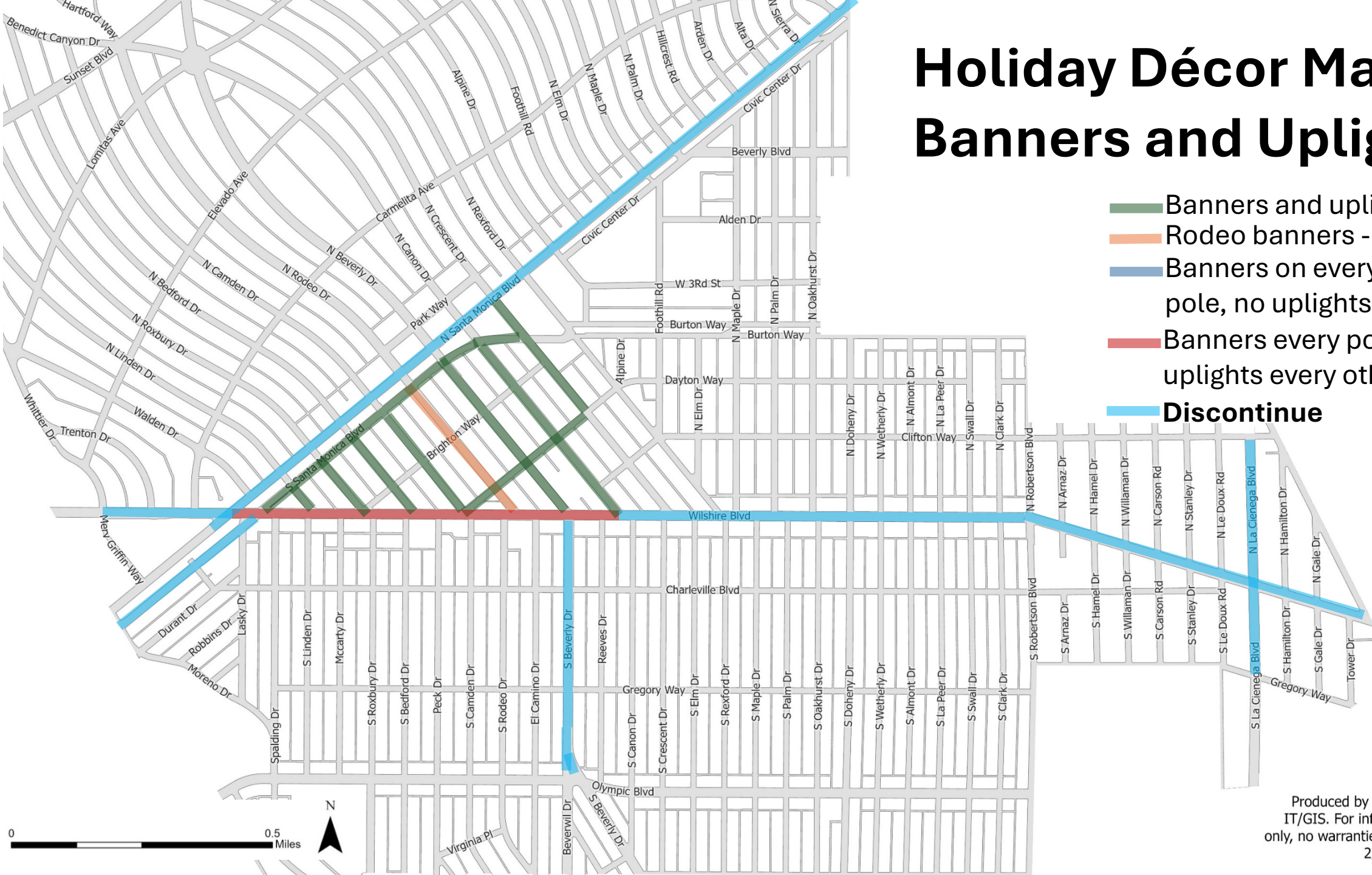
Holiday Décor Map Banners and Uplights

-  Banners and uplights
-  Rodeo banners - different
-  Banners on every other pole, no uplights
-  Banners every pole, uplights every other pole



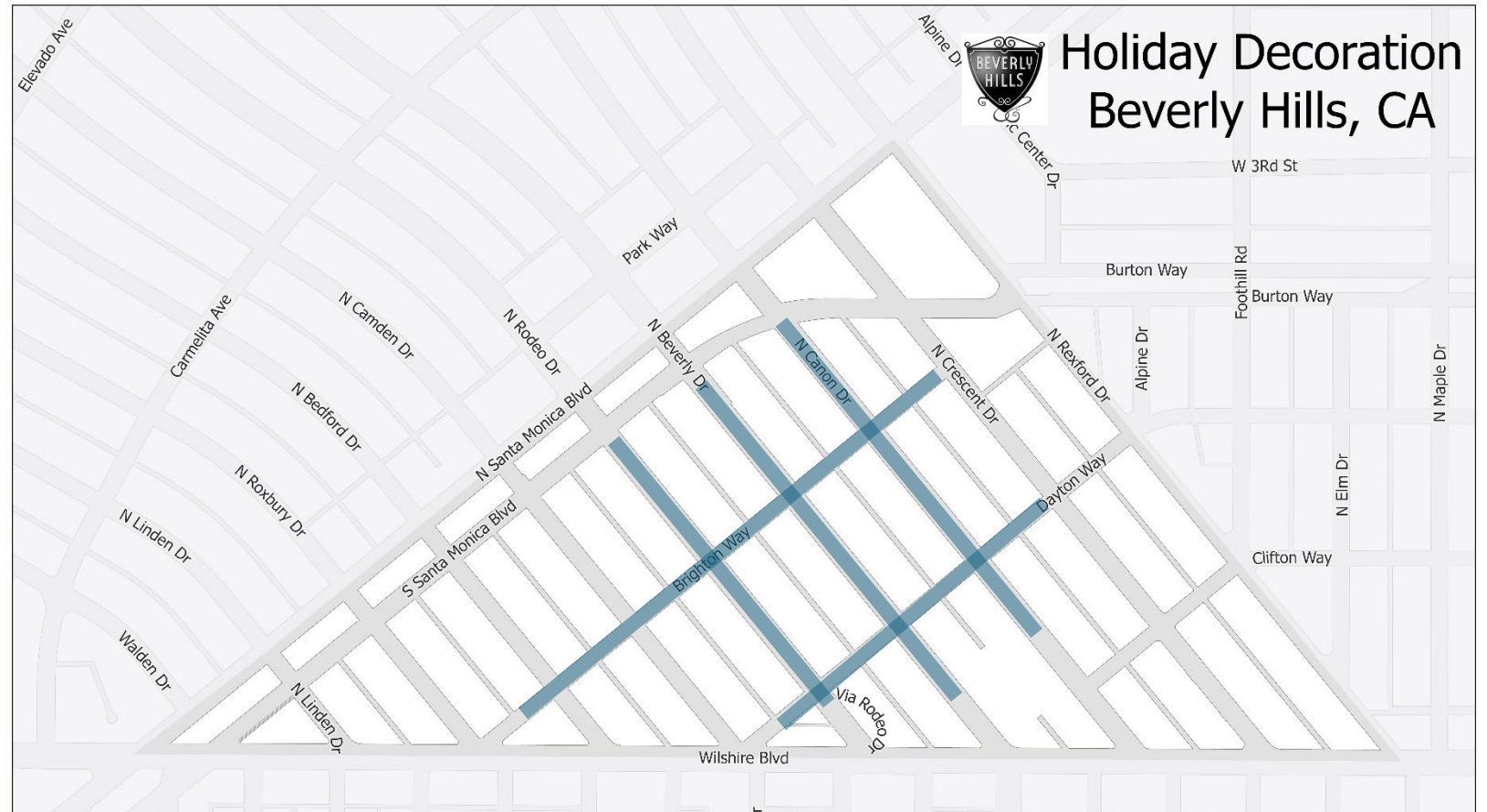
Holiday Décor Map Banners and Uplights

-  Banners and uplights
-  Rodeo banners - different
-  Banners on every other pole, no uplights
-  Banners every pole, uplights every other pole
-  **Discontinue**



Background Audio

- Purchased in 2021, Significant replacement in 2024, Rodeo purchased in 2025 \$60,000
- Est end of life 2030
- Annual install, maintenance, removal, storage \$60,000 for 2025; \$72,500 for 2026



Jolly Trolley

- Started in 2023 for the projection mapping
- Operating cost \$6,500
- Decoration and Signage \$7,200
- Thursday through Sunday nights
- 6-9 PM, excluding holidays
- Ridership avg 42 per night
- Saturday and Sunday the highest days



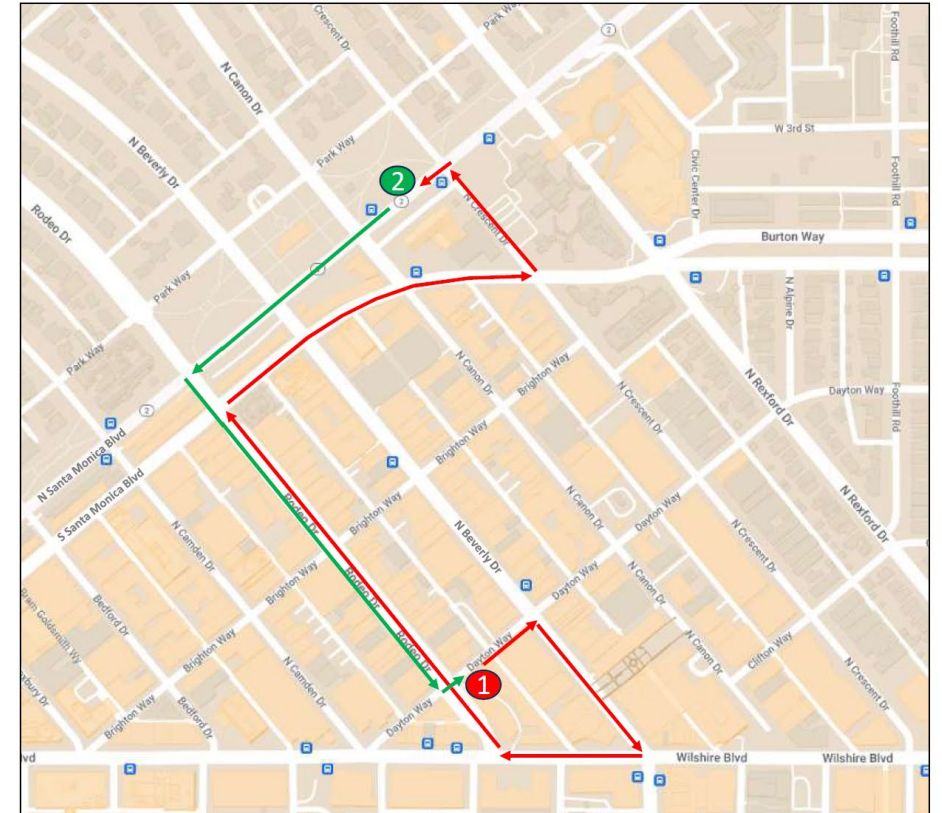
Season and Day	Sum of Passenger Count	Average of Passenger Count
2023	1336	58
Sunday	309	62
Thursday	241	48
Friday	310	52
Saturday	476	68
2024	928	32
Sunday	351	44
Thursday	115	19
Friday	172	25
Saturday	290	36
2025	936	39
Sunday	293	42
Thursday	123	31
Friday	193	32
Saturday	327	47
Grand Total	3200	42

Jolly Trolley Route

1 Dayton/Rodeo Trolley Stop



2 N. Santa Monica Blvd. Bus Cutout between Canon and Crescent Drives



Fiscal Impact

- CIP Budget: \$3,500,000
- 2025 cost: \$2,552,200
- Future Budget Estimate:
 - Option A: 2026 Estimate: \$1,600,500; 5-year total: \$7,797,500
 - Option B: 2026 Estimate: \$1,818,000; 5-year total: \$11,032,000
 - Option C: 2026 Estimate: \$2,076,700; 5-year total: \$12,678,000
- The Rodeo Drive décor, 2025 cost of \$497,969, and Rodeo Drive Holiday Lighting Celebration, 2025 cost of \$685,151, are not part of this CIP and will come to the Liaison separately.

Recommendation

- At this time staff recommends that the Liaisons provide feedback on the Year-round Lighting and Holiday Décor elements and possible savings.
- The Liaison recommendations will be shared with the City Council as part of the zero-based budget item at a future meeting.
- The funding will be included in the FY 2026/2027 Capital Improvement Project (CIP No. 00635) for Citywide Decorative Lighting and Holiday Decorations, and the contract amendment with the décor vendor will be brought to the City Council for approval.

ATTACHMENT 2

2025 and 5-Year Budget - Option A: 39% Savings

	Item	Staff Recommendation	2025 Cost	26-27	27-28	28-29	29-30	30-31	5-year total
		TOTAL	\$ 2,552,200	\$ 1,600,500	\$ 1,815,500	\$ 1,450,500	\$ 1,608,000	\$ 1,323,000	\$ 7,797,500
Y1	Year-round twinkle lights replacement and maintenance	Reduce area, Reduce replacement frequency	\$ 535,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 1,600,000
Y2	Gobos and City Hall Lighting	Continue as-is	\$ 50,000	\$ 65,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 265,000
Y3	N. Canon Spans	Reduce as they fail, keep all white	\$ 448,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000		\$ 40,000
H1	Santa and Reindeer Display	Continue as-is, replace when needed	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
H2	Beverly Gardens Park – menorah and tree	Continue as-is, replace menorah in 2026	\$ 35,000	\$ 50,000	\$ 80,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 235,000
H3	Beverly Gardens Park – Lily Pond	Reduce as they fail	\$ 205,000	\$ 165,000	\$ 165,000				\$ 330,000
H4	Beverly Canon Gardens	Use same décor for 2026; Return to CC for 2027	\$ 210,000	\$ 210,000	\$ 410,000	\$ 210,000	\$ 210,000	\$ 410,000	\$ 1,450,000
H5	Wilshire Spans	Replace when they fail	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 600,000	\$ 125,000	\$ 1,100,000
H6	North Beverly Spans	Reduce as they fail, keep all white	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000			\$ 600,000
H7	Brighton Spans	Reduce as they fail	\$ 70,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 300,000
H8	South Beverly Canopy Spheres	Reduce as they fail	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 625,000
H9	Snowflakes on S. SMB	Discontinue	\$ 28,000						\$ -
H10	N. Camden Drive lightfall tubes & colored lights	Discontinue	\$ 48,500						\$ -
H11	La Cienega Blvd spheres and colored lights	Discontinue	\$ 98,500						\$ -
H12	Robertson Blvd pole mounts and garland	Reduce as they fail	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
H13	Garland and Bows (S. SMB, Brighton, Dayton)	Continue , replace when needed	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 290,000
H14	Banners	Continue a 4th year and Reduce	\$ 40,000	\$ 30,000	\$ 30,000	\$ 75,000	\$ 30,000	\$ 30,000	\$ 195,000
H15	Up-lights for banners	Discontinue or Reduce	\$ 32,500						\$ -
H16	Background Audio	Reduce as they fail	\$ 120,000	\$ 72,500	\$ 72,500	\$ 72,500			\$ 217,500
H17	Jolly Trolley	Discontinue	\$ 13,700						\$ -
		Estimated SAVINGS from 2025	\$ -	\$ 951,700	\$ 736,700	\$ 1,101,700	\$ 944,200	\$ 1,229,200	\$ 4,963,500
		5 year total, no change:	\$12,678,000					Difference	\$ 4,963,500

2025 and 5-Year Budget - Option B: 14% Savings

	Item	Staff Recommendation - Option B	2025 Cost	26-27	27-28	28-29	29-30	30-31	5-year total
		TOTAL	\$ 2,552,200	\$ 1,818,000	\$ 2,145,500	\$ 1,908,000	\$ 2,632,500	\$ 2,528,000	\$ 11,032,000
Y1	Year-round twinkle lights replacement and maintenance	Continue as-is, Reduce area, Reduce replacement frequency	\$ 535,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 320,000	\$ 1,600,000
Y2	Gobos and City Hall Lighting	Continue as-is	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 250,000
Y3	N. Canon Spans	Continue as is	\$ 448,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 500,000	\$ 540,000
H1	Santa and Reindeer Display	Continue as-is, replace when needed	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
H2	Beverly Gardens Park – menorah and tree	Continue as-is, replace menorah in 2026; tree in 2027	\$ 35,000	\$ 50,000	\$ 80,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 235,000
H3	Beverly Gardens Park – Lily Pond	Reduce as they fail	\$ 205,000	\$ 190,000	\$ 165,000	\$ 250,000	\$ 165,000	\$ 165,000	\$ 935,000
H4	Beverly Canon Gardens	Use same décor for 2026; Return to CC for 2027	\$ 210,000	\$ 210,000	\$ 410,000	\$ 210,000	\$ 210,000	\$ 410,000	\$ 1,450,000
H5	Wilshire Spans	Replace when they fail	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 600,000	\$ 125,000	\$ 1,100,000
H6	North Beverly Spans	Keep all white, continue	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 500,000	\$ 200,000	\$ 1,300,000
H7	Brighton Spans	Continue	\$ 70,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 300,000
H8	South Beverly Canopy Spheres	Continue	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 625,000
H9	Snowflakes on S. SMB	Continue	\$ 28,000	\$ 28,000	\$ 70,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 182,000
H10	N. Camden Drive lightfall tubes & colored lights	Continue	\$ 48,500	\$ 48,500	\$ 90,000	\$ 48,500	\$ 48,500	\$ 48,500	\$ 284,000
H11	La Cienega Blvd spheres and colored lights	continue	\$ 98,500	\$ 98,500	\$ 125,000	\$ 98,500	\$ 98,500	\$ 98,500	\$ 519,000
H12	Robertson Blvd pole mounts and garland	Reduce as they fail	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
H13	Garland and Bows (S. SMB, Brighton, Dayton)	Continue , replace when needed	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 125,000	\$ 58,000	\$ 357,000
H14	Banners	Continue a 4th year and Reduce	\$ 40,000	\$ 30,000	\$ 30,000	\$ 75,000	\$ 30,000	\$ 30,000	\$ 195,000
H15	Up-lights for banners	Discontinue or Reduce	\$ 32,500	\$ 32,500	\$ 45,000	\$ 32,500	\$ 45,000	\$ 45,000	\$ 200,000
H16	Background Audio	continue	\$ 120,000	\$ 72,500	\$ 72,500	\$ 72,500	\$ 72,500	\$ 120,000	\$ 410,000
H17	Jolly Trolley	Discontinue	\$ 13,700						\$ -
		Estimated SAVINGS from 2025	\$ -	\$ 734,200	\$ 406,700	\$ 644,200	\$ (80,300)	\$ 24,200	\$ 1,729,000
		5 year total, no change:	\$12,678,000						

2025 and 5-Year Budget - Option C: No Reduction, Continue All Items: 0% Savings

	Item	Staff Recommendation	2025 Cost	26-27	27-28	28-29	29-30	30-31	5-year total
		TOTAL	\$ 2,552,200	\$ 2,076,700	\$ 2,355,700	\$ 2,558,200	\$ 2,999,200	\$ 2,688,200	\$ 12,678,000
Y1	Year-round twinkle lights replacement and maintenance	Reduce area, Reduce replacement frequency	\$ 535,000	\$ 535,000	\$ 535,000	\$ 535,000	\$ 535,000	\$ 535,000	\$ 2,675,000
Y2	Gobos and City Hall Lighting	Continue as-is	\$ 50,000	\$ 65,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 265,000
Y3	N. Canon Spans	Reduce as they fail, keep all white	\$ 448,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 448,000	\$ 488,000
H1	Santa and Reindeer Display	Continue as-is, replace when needed	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
H2	Beverly Gardens Park – menorah and tree	Continue as-is, replace menorah in 2026	\$ 35,000	\$ 50,000	\$ 80,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 235,000
H3	Beverly Gardens Park – Lily Pond	Reduce as they fail	\$ 205,000	\$ 205,000	\$ 205,000	\$ 600,000	\$ 205,000	\$ 205,000	\$ 1,420,000
H4	Beverly Canon Gardens	Use same décor for 2026; Return to CC for 2027	\$ 210,000	\$ 210,000	\$ 410,000	\$ 210,000	\$ 210,000	\$ 410,000	\$ 1,450,000
H5	Wilshire Spans	Replace when they fail	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 600,000	\$ 125,000	\$ 1,100,000
H6	North Beverly Spans	Reduce as they fail, keep all white	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000	\$ 200,000	\$ 1,400,000
H7	Brighton Spans	Reduce as they fail	\$ 70,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 300,000
H8	South Beverly Canopy Spheres	Reduce as they fail	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 625,000
H9	Snowflakes on S. SMB	Discontinue	\$ 28,000	\$ 28,000	\$ 62,000	\$ 28,000	\$ 28,000	\$ 28,000	\$ 174,000
H10	N. Camden Drive lightfall tubes & colored lights	Discontinue	\$ 48,500	\$ 48,500	\$ 75,000	\$ 48,500	\$ 48,500	\$ 48,500	\$ 269,000
H11	La Cienega Blvd spheres and colored lights	Discontinue	\$ 98,500	\$ 98,500	\$ 98,500	\$ 170,000	\$ 98,500	\$ 98,500	\$ 564,000
H12	Robertson Blvd pole mounts and garland	Reduce as they fail	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
H13	Garland and Bows (S. SMB, Brighton, Dayton)	Continue , replace when needed	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	\$ 290,000
H14	Banners	Continue a 4th year and Reduce	\$ 40,000	\$ 30,000	\$ 30,000	\$ 75,000	\$ 30,000	\$ 30,000	\$ 195,000
H15	Up-lights for banners	Discontinue or Reduce	\$ 32,500	\$ 32,500	\$ 36,000	\$ 32,500	\$ 32,500	\$ 36,000	\$ 169,500
H16	Background Audio	Reduce as they fail	\$ 120,000	\$ 72,500	\$ 72,500	\$ 72,500	\$ 150,000	\$ 72,500	\$ 440,000
H17	Jolly Trolley	Discontinue	\$ 13,700	\$ 13,700	\$ 13,700	\$ 13,700	\$ 13,700	\$ 13,700	\$ 68,500
		Estimated SAVINGS from 2025	\$ -	\$ 475,500	\$ 196,500	\$ (6,000)	\$ (447,000)	\$ (136,000)	\$ 83,000

ATTACHMENT 3

Year-Round and Holiday Décor List of Elements

	Item	Staff Recommendation	Liaison Recommendation	2026 Estimate Based on 2025 Cost
Y1	Year-round twinkle lights replacement and maintenance	Reduce area and timing		\$320,000
Y2	Gobos and City Hall Lighting	Continue as-is		\$65,000
Y3	N. Canon Spans	Reduce as they fail, keep all white		\$10,000
H1	Santa and Reindeer Display	Continue as-is		\$75,000
H2	Beverly Gardens Park – menorah and tree	Continue. Replace menorah in 2026		\$50,000
H3	Beverly Gardens Park – Lily Pond	Reduce as they fail		\$165,000
H4	Beverly Canon Gardens	Use same décor for 2026		\$210,000
H5	Wilshire Spans	Replace when they fail		\$125,000
H6	North Beverly Spans	Reduce as they fail, keep all white		\$200,000
H7	Brighton Spans	Reduce as they fail		\$60,000
H8	South Beverly Canopy Spheres	Reduce as they fail		\$125,000
H9	Snowflakes on S. SMB	Discontinue		\$0
H10	N. Camden Drive light fall tubes and colored lights	Discontinue		\$0
H11	La Cienega Blvd spheres and colored lights	Discontinue		\$0
H12	Robertson Blvd pole mounts and garland	Reduce as they fail		\$35,000
H13	Garland and Bows (S. SMB, Brighton, Dayton)	Continue, replace when needed		\$58,000
H14	Banners	Continue a 4 th year and reduce		\$30,000
H15	Up-lights for banners	Discontinue		\$0
H16	Background Audio	Reduce as they fail		\$72,500
H17	Jolly Trolley	Discontinue		\$0