



**Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

**CITY HALL**

**Telephonic/Video Conference Meeting  
Call in: (916) 235-1420 or (888) 468-1195  
Participant Code: 872120  
Beverly Hills City Hall  
Beverly Hills, CA 90210**

**Thursday, July 16, 2020  
5:00 PM**

**TELEPHONIC/VIDEO CONFERENCE MEETING**

***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 participate by listening to the Special Meeting at (916) 235-1420 or (888) 468-1195 (participant code 872120) and offer public comment through email at [mayorandcitycouncil@beverlyhills.org](mailto: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) Request for Use of City Shield for a Holiday Ornament to be Sold at Gearys Beverly Hills
- 3) Adjournment

A handwritten signature in black ink, appearing to read "George Chavez".

**George Chavez  
City Manager**

**Posted: July 14, 2020**

**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 OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Branding and Licensing  
**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
**DATE:** July 16, 2020  
**SUBJECT:** Request for Use of City Shield for a Holiday Ornament to be Sold at Gearys Beverly Hills  
**ATTACHMENT:** None

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**INTRODUCTION**

The City periodically receives inquiries about the use of the Beverly Hills Shield. Since the last City Council Liaison/Branding and Licensing meeting on June 10, 2019, Joy to the World Collectibles has requested to use the Beverly Hills Shield for a holiday ornament design.

**DISCUSSION**

Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City's branding and licensing consultant Mikaela Grumbach, J.D of CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Joy to the World Collectibles expressed interest in moving forward with a licensing agreement.

Joy to the World Collectibles specializes in handmade glass ornaments made in traditional European artisan styles. These ornaments are featured in store such as Nordstrom. The Gearys holiday catalog will be photographed later this month and if the license is approved the ornaments would be included. If the Liaisons approve, these ornaments would be sold exclusively at Gearys Beverly Hills during the 2020 holiday season.

**Joy to the World Collectibles Beverly Hills Holiday Ornaments**

Joy to the World Collectibles is interested in using the Beverly Hills shield and 90210 zip code on two separate ornaments. (See below). The ornament collection would feature the Beverly Hills Shield in gold glitter on a brown background. The 90210 zip code ornament would feature "90210" in pink glitter across the famous palm trees associated with the flats of Beverly Hills on a white background. Both of these ornaments would be

handmade and fit the elevated style associated with Beverly Hills. The licensing and royalties would only be collected on the Beverly Hills Shield ornament.

The distribution plan only features Gearys as it would be sold exclusively at the Gearys Store in Beverly Hills located at 351 N. Beverly Drive.





Deal Points:

Permission fee: \$1,500

Term: 2 years

Territory: Gearys Beverly Hills

Royalty: 10% on wholesale or 6% on retail

Retail Price: \$60

Decision Points:

- Is a holiday ornament an appropriate use of the Beverly Hills shield?
- If the City wishes to grant the license, are the terms mentioned above acceptable?

## **FISCAL IMPACT**

If the above agreements are accepted, the fiscal impact of Joy to the World Collectibles Holiday tree ornament is \$1,500 for the permission fee plus royalties of 10% on wholesale and 6% on retail sales of the merchandise. The price point for the Joy to the World Collectibles Holiday tree ornament are priced for retail at \$60 each. The initial term of the agreement is proposed for a 2-year term.

## **RECOMMENDATION**

It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills shield by Joy to the World Collectibles.