



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210

### Beverly Hills City Council Liaison / Branding and Licensing Committee

#### SPECIAL MEETING HIGHLIGHTS

Monday, November 23, 2020

3:30 PM

#### MEETING CALLED TO ORDER

Date / Time: November 23, 2020 / 3:30PM

**IN ATTENDANCE:** Councilmember John Mirisch, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Thomas White, Robbie Anderson.

#### 1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

- Thomas White and Robbie Anderson provided input on both agenda items.

#### 2) Request for Renewal of the Agreement for Use of the Likeness of the City Shield by Universal Studios Singapore Theme Park

- Universal Studios Singapore Theme Park requested to renew its agreement for use of the likeness of the Beverly Hills Shield in the Park's "Welcome to Far Far Away" signage.
- Universal Studios Singapore is interested in a renewal of an existing licensing agreement for use of the likeness of the City Shield. The current licensing agreement with Universal Studios Singapore began on January 1, 2010 for a duration of 10 years and will expire on December 31, 2020. The annual license fee in the agreement for use of the likeness of the City Shield is \$3,000 due each year.
- Staff requested direction regarding whether or not to increase the annual license fee and renew the license agreement for an additional 10-year duration. Council liaisons reviewed the proposal and approved to provide staff with the following direction:
  - Negotiate an increase to the permission fee with Universal Studios Singapore with an initial ask of \$10,000 annually for 10 years as well as request a discount on park admission for Beverly Hills residents.
  - If the initial ask is not approved in whole or in part, staff has the ability to approve \$5,000 per year for the first 5 years with a consumer price index adjustment annually for the second 5 years and remove the discount on park admission request for Beverly Hills residents.
  - If neither offer is approved, allow the license agreement to expire on December 31, 2020 and not renew at the existing rate of \$3,000 annually for 10 years.
- If Universal Studios Singapore agrees to one of the renewal proposals, the agreed upon negotiated terms will be presented to the full City Council for approval at a regularly scheduled City Council meeting. The City Attorney's Office reviewed the request for renewal from Universal Studios Singapore Theme Park.

#### ADJOURNMENT

Date / Time: November 23, 2020 / 4:00 PM