



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 OF BEVERLY HILLS
455 North Rexford Drive
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
<https://beverlyhills-org.zoom.us/my/committee>

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)

Friday, June 10, 2022
11:00 AM

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 / Branding and Licensing 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 Regarding Use of the City Shield by Beverly Hills Chamber of Commerce
- 3) Request Regarding Use of the Shield by the Beverly Hills Historical Society
- 4) Future Agenda Items

5) Adjournment



Huma Ahmed
City Clerk

Posted: June 9, 2022

***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 the Municipal Gallery, is wheelchair accessible.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Branding and Licensing

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: June 10, 2022

SUBJECT: Request Regarding Use of the Shield by the Beverly Hills Chamber of Commerce

ATTACHMENTS:

1. Updated Proposal Deck from the Beverly Hills Chamber of Commerce
2. License Agreement with the Beverly Hills Chamber of Commerce Dated October 6, 2009

INTRODUCTION

The Beverly Hills Chamber of Commerce (Chamber) uses the City shield as part of its official Chamber logo. The Chamber has also created a Beverly Hills Chamber Member Business logo and is requesting additional uses for Chamber members with this logo. This item was previously presented to the Beverly Hills City Council Branding and Licensing Liaison Committee on April 11, 2022. Direction was provided during that meeting to the Chamber of Commerce to revise the request by creating more detailed and specific guidelines for when the City shield could be used by Chamber Members.

DISCUSSION

The Chamber has had a long standing relationship with the City of Beverly Hills regarding the use of the City shield. Additionally, at one time, the Chamber was the lead organization for handling branding and licensing of the City shield on behalf of the City working directly with licensing agencies and brands. That role is no longer held by the Chamber and any brand referrals are directed to the City who in turn works with CMG Worldwide on brand license negotiations.

The Chamber's licensing agreement with the City expressly states the Chamber cannot sublicense the right to use the shield to a third party (e.g., its members). This is referenced in Section 5 of Attachment 2 to this report.

The Chamber is requesting the ability for members to use the Beverly Hills Chamber Member Business logo as outlined in Attachment 1 to this report and to update that section of the agreement.

Additionally, since the Chamber agreement has not been updated since 2009, Staff and the City Attorney's office are recommending an updated license agreement be executed with the Chamber to enhance quality control of approval or disapproval of the City shield

in a fair and balanced way, update the term of the agreement, and if desired by the Liaisons, amend the sublicense section as requested by the Chamber. The Chamber is requesting to continue to use the City shield as part of its official Chamber logo.

This item was previously presented to the Beverly Hills City Council Branding and Licensing Liaison Committee on April 11, 2022. Direction was provided during that meeting to the Chamber of Commerce to revise the request by creating more detailed and specific guidelines for when the City shield could be used by Chamber Members. Attachment 1 to this report provides the revised language that was created by the Chamber after meeting with the Beverly Hills City Attorney's Office.

FISCAL IMPACT

There is no direct fiscal impact with reviewing this request as the current license agreement with the Chamber does not include a fee for use of the City shield and no retail merchandise is sold by the Chamber of Commerce containing the City shield.

RECOMMENDATION

It is recommended that the City Council Branding and Licensing Liaison Committee provide direction regarding use of the City shield by the Beverly Hills Chamber of Commerce including continued use of the City shield in the Chamber official logo as well as use for the Chamber Member logo. Based on direction received, a new agreement with the Beverly Hills Chamber of Commerce may be drafted for review and approval by the full City Council at a future City Council meeting.

Attachment 1

Beverly Hills Chamber of Commerce - Shield Usage -

Prepared June 2022



CHAMBER
— of —
COMMERCE

Beverly Hills Chamber of Commerce - Shield Usage -

Part I



CHAMBER
— of —
COMMERCE

Chamber Shield Use

The mission of the Beverly Hills Chamber of Commerce is to empower businesses to thrive by being an invaluable resource for optimizing connections.

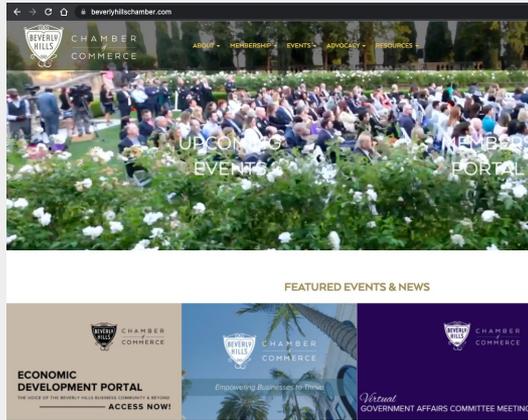
We serve the luxury capital of the world through marketing, advocacy and education for the Beverly Hills business community. The Chamber – with its committees, councils, staff and valuable members – works with city officials, local businesses and the community at large to promote the local economy.

The Chamber has been the voice of business in Beverly Hills since 1923. We are a membership organization comprised of hundreds of local businesses who believe in the importance of creating a solid foundation within the community. To accomplish our mission, the Chamber relies on the efforts of our members, our Board of Directors, volunteers and the generosity of companies who sponsor our events and programs.

The Chamber logo incorporates the shield to better identify the world-class brand.

We are requesting use of the Shield in the Chamber logo.

Chamber Shield Use



The Chamber logo is displayed on the Chamber website, promotional materials, event signage, amongst other brandable materials to increase brand awareness and connote honor, pride, trust and excellence.

It is not used on any merchandise that is sold to Members or the public.

Beverly Hills Chamber of Commerce - Shield Usage -

Part II



CHAMBER
— of —
COMMERCE

Chamber Logo & Member Business Logo



CHAMBER
of
COMMERCE



CHAMBER
of
COMMERCE
2022-2023
MEMBER BUSINESS



CHAMBER
of
COMMERCE



CHAMBER
of
COMMERCE
2022-2023
MEMBER BUSINESS

Chamber Member Business Logo

Chamber Members value displaying the Member Business Logo because it boosts their credibility to the public, showcasing that they value community engagement.

We are requesting that the Member Business Logo be available to active Chamber Member Businesses.

We recommend permitting use on one page of the Member website. For example, the “Affiliations,” “Memberships,” or “Community Involvement” section of the website.

The Member Business Logo would not be permitted for use on any products that are for sale or in any promotional fashion.

Member Business Logo Guidelines

We are requesting to allow for the following Member Business Logo Usage Guidelines for Members:

Beverly Hills Chamber of Commerce Member Business Logo Usage Guidelines:

We are pleased on your interest in sharing your affiliation with the Chamber. Thank you for noting all of the following standards.

This logo is permitted on one page of the Member website. For example, the “Affiliations,” “Memberships,” or “Community Involvement” section of the website.

No modification: The logo may not be altered, combined with other marks, images, words, designs, symbols, or used in a misleading manner.

Endorsement: Don’t display the logo in any manner that might imply an endorsement by the Chamber or the City, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of the Chamber or the City.

Member Business Logo Guidelines

Beverly Hills Chamber of Commerce Member Business Logo Usage Guidelines (cont.):

Prominence: Don't display the logo as the primary or most prominent feature on your web page or in any non-Chamber materials.

Disparagement: Do not use the logo in a manner that would disparage the Chamber or its products or services.

Violation of Law: Don't display the logo on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates any law or regulation.

Objectionable Use: Don't display the logo in a manner that is in the Chamber's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to the Chamber.

Member Business Logo Guidelines

Beverly Hills Chamber of Commerce Member Business Logo Usage Guidelines (cont.):

Termination: The Chamber may ask you to stop using the logo at any time. You agree to stop using the logo within a reasonable period of the Chamber's request, but in no situation, more than seven (7) days after the Chamber's request.

When selecting a logo for collateral, use the most appropriate color option for the materials and colors.

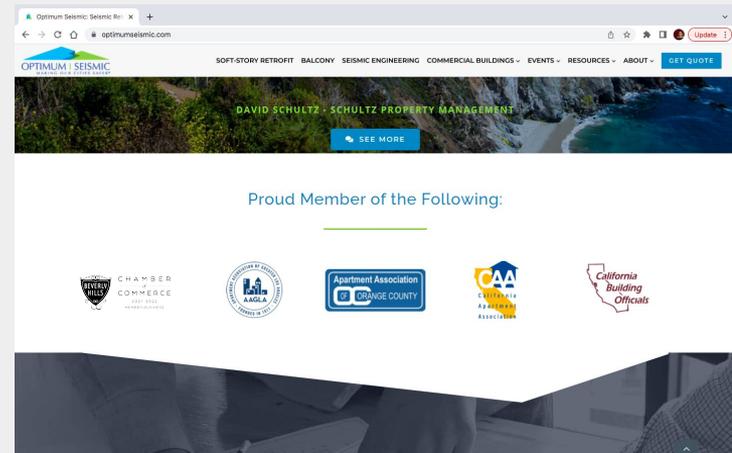
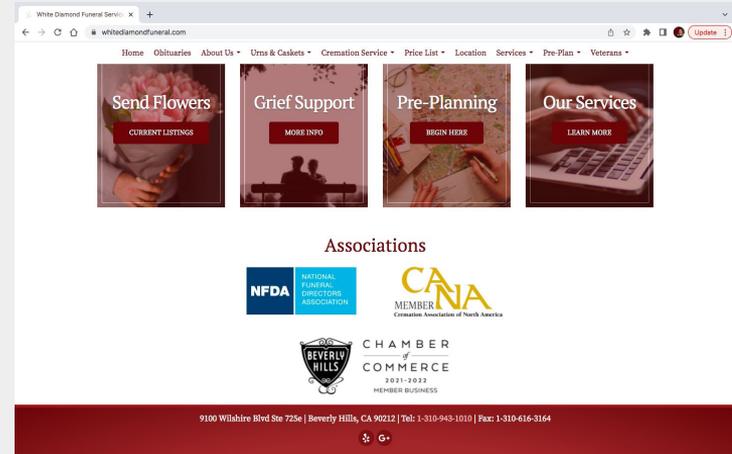
Do: Always ensure legibility | Use the logo on large swatches of negative space, black or white is preferred | Choose an approved logo color (black, white or gold preferred) that will stand out against imagery and adjust image behind logo to ensure proper contrast & legibility

Don't: Use the logo over complex images | Change the font, font sizes, or aspect ratio of the approved logos | Outline the logo or the logo fonts

Samples

The logo is typically displayed on Member webpages.

It has also been used on pamphlets, brochures and various other promotional collateral.



Use of the Shield Request

The Chamber is requesting to utilize the Shield in the Chamber Logo and in the Member Business Logo as outlined in the slides prior.

Attachment 2

LICENSE AGREEMENT

This permission agreement (the "Agreement"), is between City of Beverly Hills ("Licensor") and Beverly Hills Chamber of Commerce and Civic Association, a non-profit corporation ("Licensee").

RECITALS

WHEREAS, Licensor is the sole and exclusive owner of the **BEVERLY HILLS SHIELD DESIGN** trademark (the "Property") as set forth in Exhibit A;

WHEREAS, Licensee desires to obtain from Licensor a non-exclusive license to use the Property in the manner set forth herein in connection with the marketing, promotion and advertising of the Licensee.

AGREEMENT

NOW THEREFORE, in consideration of the foregoing recitals and the mutual promises and undertakings contained herein and for other good and valuable consideration, the adequacy of which is hereby acknowledged, the parties, each intending to be legally bound hereby, hereby promise and mutually agree as follows:

1. License.

a. Licensor hereby grants to Licensee for the term of this Agreement the non-exclusive, limited, non-transferable right and limited license to use the Property solely as follows:

i. For use by the Licensee for its business purposes as follows: display, publish or otherwise use the Property on stationary, business cards, note cards, press releases, postcards, marketing materials, advertisements, welcome signs, media banners, publications (i.e. Beverly Hills Business Directory, etc.) and other similar written material and for use on electronic media uses such as Licensee's website, videos, CDs and DVDs for use solely in connection with the marketing, promotion and advertising of the Licensee, its programs (i.e. Economic Development Council, Government Affairs, etc.).

ii. For use by the Licensee for promotion of the City and City's business community as follows: display, publish or otherwise use the Property on brochures published solely by and for use by the Licensee in connection with the marketing and promoting of the City and its business community. Licensee shall not provide the Property for use on brochures published by other entities not in conjunction with Licensee nor shall Licensee provide the Property to third parties for their own use on brochures or other written material published or displayed by those third parties.

b. Licensee represents and warrants that it will not harm or misuse the Property or bring the Property into disrepute

c. This license shall pertain only to the use of the Property as described in Section 1a above and does not extend to any other trademark, product or service. Licensee shall not use the Property in any other manner or for any other purpose.

d. Licensee shall not modify or change the property without the prior written consent of City.

e. License shall not use any colorable imitation of the Property, or any variant for of the Property.

f. License shall not be entitled to sublicense any of its rights under this Agreement, including the sublicense of the Property to anyone else for any purpose, except as permitted pursuant to the terms of Agreement No. 86-07, or any successor agreement, between the Licensor and Licensee.

g. Upon termination of this Agreement, Licensee shall discontinue all use of the Property and shall not use it again in any manner whatsoever.

h. Licensee shall not file applications or seek registration with the PTO or anywhere in the world for or use of the Property (or any variant, colorable imitation, translation and/or simulation) in connection with any goods and/or services which are not the subject of a license agreement with the City. This shall be evidenced by a written agreement between the Chamber and City in a form provided by the City.

2. Term. This Agreement shall be in full force and effect commencing on the effective date of this Agreement and shall extend for a period of one year ("initial term) unless extended or terminated as provided herein. Thirty days prior to the end of the initial term licensee may request that this Agreement be renewed for a successive one-year period. The City Manager or his desinee, with prior approval of the Council Committee for Branding and Licensing, shall have the authority to renew this Agreement in one-year increments for up to an additional four years if no revisions are made to the Agreement.

3. Termination. Licensor shall have the right to terminate this Agreement within 30 days with or without cause upon written notice. In addition, Licensor shall have the right to terminate this Agreement immediately effective upon the telefaxing of written notice to Licensee at the telefax number set forth below, without prejudice to any rights it may have, whether pursuant to the provisions of this Agreement, in law, in equity, or otherwise, upon the occurrence of any one or more of the following events:

a. Licensee fails to perform any of its material obligations provided for in this Agreement and fails to cure any such material breach within ten (10) days of its receipt of written notice regarding said breach from Licensor, provided, however, that once Licensor has provided Licensee with three (3) such notices, it may terminate this Agreement without providing such opportunity to cure; or

b. Licensee is unable to pay its debts when due, or makes any assignment for the benefit of creditors, or files any petition under the bankruptcy or insolvency laws of any jurisdiction, county or place, or has a receiver or trustee appointed for its business or property, or

is adjudicated bankrupt or insolvent, or has substantially all of its assets seized or attached or is liquidated or dissolved.

4. Trademark Notice. Licensee warrants that it will provide a legally sufficient trademark notice in connection with each use of the Property authorized by this Agreement by causing the letters TM to be imprinted prominently, indelibly, and legibly, directly after the Property each time the Property is used as authorized in Section 1a above together with the following statement: "The **BEVERLY HILLS SHIELD DESIGN** is a trademark of the City of Beverly Hills." Upon written notice of federal registration of the Property by Licensor, the Licensee shall immediately begin to use the ® designation.

5. No Right to Assign. The license hereby granted is and shall be personal to the Licensee. Neither this Agreement nor any interests herein may be sublicensed, transferred, directly or indirectly, or assigned by Licensee, in whole or in part, by law or otherwise, without the prior written consent of Licensor and any attempt to sublicense, assign or otherwise transfer such rights shall be null and void.

6. Ownership Rights. Any and all rights in and to the Property which are not expressly granted to Licensee are hereby reserved by Licensor. Licensee acknowledges Licensor's exclusive rights in the Property and further acknowledges that the Property is famous, unique and original and that Licensor is the owner thereof. Licensee acknowledges the value, goodwill and rights of Licensor in the Property. Licensee agrees that the Property is, and shall remain, the property of Licensor and that Licensee obtains no right, title, or interest in or to the Property except for the limited rights set forth in this Agreement. Licensee waives all claim of and to ownership of any rights in the Property and agrees that it shall not at any time dispute or contest, directly or indirectly, Licensor's ownership of the Property, Licensor's exclusive right and title to the Property and right to use the Property, or the validity of the Property, nor shall Licensee assist others in doing so.

7. Indemnification. Licensee will indemnify, defend and hold harmless Licensor, and each of its officers, employees, elected and appointed officials, attorneys, agents, and representatives from and against any and all claims, losses, damages, causes of action, liabilities, costs and expenses (including, without limitation, reasonable legal expenses and attorneys' fees) resulting from, arising from or out of, or in any way related to the use of the Property as set forth herein (including, but not limited to, any actions based on false or misleading advertising), Licensee's use of the Property in any manner not authorized by this Agreement, and/or any other acts or omissions of Licensee which are not expressly authorized by this Agreement.

8. Entire Agreement. This Agreement constitutes the entire agreement and understanding of the parties with respect to the subject matter hereof, and supersedes all previous negotiations and agreements, oral or written, with respect thereto. No representation, promise, inducement, statement or intention has been made by any parties hereto that is not embodied

herein, and no party shall be bound or liable for any alleged representation, promise, inducement, or statement not set forth herein. There are no representations, warranties, promises, covenants or understandings other than those contained herein.

9. Survival. The provisions of Sections 5 and 6 of this Agreement shall survive any expiration or termination of this Agreement.

10. Modifications. This Agreement may be modified, amended, superseded, or cancelled only by a written instrument signed by both of the parties hereto, and any of the terms, covenants, representations, warranties or conditions hereto may be waived only by a written instrument executed by the party to be bound by any such waiver.

11. Attorneys' Fees. In the event of any dispute between the parties hereto arising out of the subject matter of this Agreement, the out-of-pocket costs, expenses, and reasonable attorneys' fees of the prevailing party incurred in resolving, settling or litigating the dispute shall be paid by the other party in addition to any other relief or damages to which the prevailing party may be entitled.

12. Jurisdiction and Disputes. This Agreement shall be governed by the laws of the State of California. All disputes under this Agreement shall be resolved by the courts of the State of California, including the United States District Court for the Central District of California, and the parties consent to the jurisdiction of such courts, agree to accept service of process by mail, and hereby waive any jurisdiction or venue defenses otherwise available to them.

13. Counterparts. This Agreement may be executed and delivered in counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

14. Notices. All notices, requests, demands and other communications hereunder shall be in writing and shall be deemed given (i) if delivered personally or sent by facsimile transmission (confirmed electronically), on the date given, (ii) if delivered by a courier express delivery service, on the date of delivery, or (iii) if by certified or registered mail, postage prepaid, return receipt requested, seven (7) days after mailing, to the parties addressed as follows, or to such other addresses as such party may designate by written notice in the manner provided herein:

If to Licensor:

Alison Maxwell
Director of Economic Development & Marketing
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210-4817
FAX: (310) 285-1056

With a copy to:

Larry Wiener, Esq.
City Attorney
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210-4817
FAX: (310) 285-1056

If to Licensee:

Daniel Walsh, Executive Director
Beverly Hill Chamber of Commerce and Civic Association
239 South Beverly Drive
Beverly Hills, California 90212
FAX: (310) 248-1020

15. Non-Waiver. The waiver, express or implied, by any of the parties hereto of any right hereunder or with respect to any failure to perform or breach hereof by the other party hereto, shall not constitute or be deemed a waiver of any other right hereunder or of any other failure to perform or breach hereof by any such other party hereto, whether of a similar or dissimilar nature thereto.

16. No Agency or Joint Venture. The parties hereto understand and agree that this Agreement does not make them an agent or legal representative of each other for any purpose whatsoever, and that no partnership, franchise or joint venture is intended to be created hereby. No party hereto is granted, by this Agreement or otherwise, any right or authority to assume or create any obligation or responsibility, express or implied, on behalf of or in the name of the other party hereto, or to bind the other party hereto in any manner whatsoever.

17. Authority. Each party hereto represents and warrants that its execution, delivery and performance of this Agreement has been duly and validly authorized, and that this Agreement is binding upon and enforceable against such party in accordance with the terms hereof.

18. Effective Date. The effective date of this Agreement is October 4, 2008.

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound hereby, have each caused this Agreement to be signed in its name by a duly authorized officer or representative thereof.

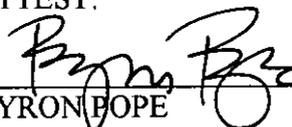
EXECUTED this 6th day of October, 2009, in the City of Beverly Hills, California.

CITY OF BEVERLY HILLS
A Municipal Corporation



NANCY KRASNE
Mayor of the City of Beverly Hills

ATTEST:



BYRON FOOTE (SEAL)
City Clerk

BEVERLY HILLS CHAMBER OF
COMMERCE AND CIVIC
ASSOCIATION:

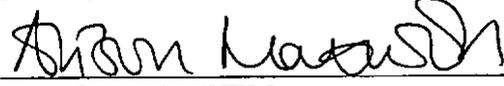

DANIEL WALSH
Executive Director


Name:
Title: Pres & CEO

APPROVED AS TO FORM:


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:


ALISON MAXWELL,
Director of Economic Development
& Marketing

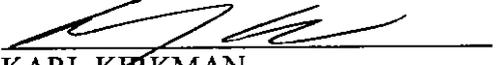

KARL KIRKMAN
Risk Manager

EXHIBIT A

[Depiction of Shield]



BEVERLY HILLS
CHAMBER OF
COMMERCE

*Expertise • Presence
Relationships*



BEVERLY HILLS
CHAMBER OF
COMMERCE

Expertise • Presence • Relationships

City of Beverly Hills Shield Design



Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Branding and Licensing

FROM: Laura Biery, Marketing and Economic Sustainability Manager
Magdalena Davis, Special Events and Filming Coordinator

DATE: June 10, 2022

SUBJECT: Request Regarding Use of the Shield by the Beverly Hills Historical Society

ATTACHMENTS: 1. Proposal from the Beverly Hills Historical Society

INTRODUCTION

The Beverly Hills Historical Society (Historical Society) is requesting to use the City shield as part of an upcoming temporary window display at Anderton Court located in a currently vacant space at 332 N. Rodeo Drive. The Historical Society has received permission from the landlord of the building to install the temporary window display in the vacant space windows for one day on Sunday, June 19, 2022.

DISCUSSION

The Historical Society was founded in 1984 as a non-profit organization dedicated to preserving all things pertinent to the history of the City of Beverly Hills. Volunteer members of the Society have gathered photographs, documents, correspondence, newspaper clippings, scrapbooks, audio and video recordings, books, trophies, and other historical memorabilia dating back to the City's development in the early 1900s.

In 2021, the Historical Society launched a free mobile app which includes interactive augmented reality features, two self-guided walking tours, several videos and biographies as well as fun facts and trivia about Beverly Hills. The mobile app is free to download and available for both iOS and Android devices.

The Historical Society is proposing to use the City shield as part of a temporary window display at Anderton Court located in a currently vacant space at 332 N. Rodeo Drive for one day on Sunday, June 19, 2022. The Historical Society has received permission from the landlord of the building to install the temporary window display in the vacant space windows. The artwork for the display is included in Attachment 1 to this report.

It should be noted that in the artwork as proposed, any use of the BH Rodeo Drive street sign trademark will need to be approved by the Rodeo Drive Committee separately as that trademark is handled separately by them and is not part of this approval.

The Historical Society would like to receive approval to install the window display at 332 N. Rodeo Drive in time for the Rodeo Drive Concours d'Elegance Father's Day Car Show to be held on Sunday, June 19, 2022. As it is a compressed timeline, a preliminary discussion item under New and Continued Business has been placed on the Tuesday, June 14 City Council Meeting agenda for the full City Council to review this request that does not reference a decision either way by the Liaison Committee. During the June 14 City Council Meeting the Liaison Committee may provide an update regarding its decision on this matter.

The temporary window display is not part of the Architectural Commission review process as this is not signage pertaining to the business or construction at this location. The temporary window display instead would require a Special Event permit in order to be permitted. Special Event permits are valid for 30 days (and may be administratively approved for subsequent 30 day extensions). The Special Event permit fee cost beginning June 19, 2022 for 30 days would be \$967. On July 1, 2022 the new fee schedule will go into effect resulting in any subsequent 30 day time periods thereafter to be charged at the new \$1,025 fee rate. The Historical Society is requesting the City Council Liaisons to waive the Special Event permit fee for this temporary window display if approved and direct staff to waive any fees for subsequent permit extensions if necessary.

FISCAL IMPACT

The temporary window display would require a Special Event permit in order to be installed. If the Special Event permit fee is waived, the fiscal impact would be \$967 for the first 30 days, and \$1,025 for any subsequent 30 day time period thereafter of waivers. It should be noted that effective July 1, 2022 the new fee schedule will be in effect as such any subsequent Special Event permit fee waivers will be at the higher \$1,025 level.

There is no direct fiscal impact regarding use of the City shield in the window display as the Historical Society is not using the shield on any retail merchandise and the mobile app being promoted is free to download.

RECOMMENDATION

It is recommended that the City Council Branding and Licensing Liaison Committee provide direction regarding use of the City shield by the Beverly Hills Historical Society as well as the waiver of any Special Event permit fees associated with the temporary window display use. Due to the tight timeline requested of an installation of the temporary window display in time for the Father's Day Car Show on Sunday, June 19, a preliminary discussion item under New and Continued Business has been placed on the Tuesday, June 14 City Council Meeting agenda for the full City Council to review.

Attachment 1

THE BEVERLY HILLS HISTORICAL SOCIETY

THE BEVERLY HILLS HISTORICAL SOCIETY

RODEO DRIVE
ANDERSON COURT - 302 N Rodeo Dr

Book Club Highlights explore the most celebrated and highly photographed landmark on Rodeo Drive. The building, designed by the architect and interior designer Paul Baker, is a masterpiece of modern architecture. The building's design is a blend of modern and traditional styles, with a focus on clean lines and geometric shapes. The building's design is a blend of modern and traditional styles, with a focus on clean lines and geometric shapes.

THE BEVERLY HILLS HISTORICAL SOCIETY

The Beverly Hills EXPERIENCE™



THINK & KNOW
300 N Rodeo Dr

THE BEVERLY HILLS HISTORICAL SOCIETY

THINK & KNOW
Beverly Hills Hotel

THE BEVERLY HILLS HISTORICAL SOCIETY

THINK & KNOW
326 N Rodeo Dr

THE BEVERLY HILLS HISTORICAL SOCIETY

The Beverly Hills EXPERIENCE

WALKING TOURS | LEGENDS | VIDEOS | EVENTS

Put A Magical History Tour On Your Phone

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real properties

FOR LEASE
310 278 4747

PIZZULLI ASSOCIATES, INC.

INTERIOR ARCHITECTURE

BEVERLY HILLS
WWW.PIZZULLI.COM