



Sunny, with
highs in the
upper 80s

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Volume 28 No. 31

Serving the Beverly Hills, West Hollywood, Hancock Park and Wilshire Communities

August 2, 2018



photo courtesy of the Beverly Hills Conference and Visitors Bureau

The city experienced an uptick in visitors during its first ever BOLD season last summer.

BOLD summer underway in Beverly Hills

BY LUKE HAROLD

Last summer, a floating 3D art exhibit, fireworks and music kicked off a new era of shopping, dining and entertainment in Beverly Hills. Entering its second year this week, Beverly Hills City Councilwoman

Lili Bosse said this year's BOLD (Beverly Hills Open Later Days) will be "even bolder and more fun."

"I love the fact that Beverly Hills is going to be excited, vibrant and alive through the month of August," she said. "To me, there's nowhere else where people would want to

be."

The summer BOLD schedule of events begins on Rodeo Drive from 6-9 p.m. on Aug. 2 with live music, fireworks, food and more entertainment. Events will be held every

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BOLD events will run through Aug. 25 in Beverly Hills

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Thursday, Friday and Saturday through Aug. 25.

Bosse developed BOLD as a way to revitalize the city's nightlife and showcase its businesses. With added competition from neighboring Century City, West Hollywood and elsewhere throughout L.A., the City Council had been looking to change the traditional early-evening closing times for Beverly Hills businesses. It also wanted to address the concerns of the city's hoteliers, some of whom said their guests typically leave Beverly Hills in the evening when they're looking for things to do.

"BOLD is really meant to be a change and shift of culture in Beverly Hills," Bosse said.

Long term, council members have discussed a more modern shopping, dining and entertainment experience throughout the city on a regular basis.

Programming for this year's BOLD events include DJs every Friday night, live painting performances, food and drink carts, and an #OnlyOnRodeo photo booth on Rodeo Drive. Highlights include living art on Aug. 4 and 18, when paintings by Alexa Meade are applied to models and a surrounding scene to create a 3D effect; Kids Dance Society on Aug. 11 in Beverly Canon Gardens; art walks on Aug. 10 and 17 through some of Beverly Hills' galleries; and flash floral arrangements throughout different points of Rodeo Drive every Thursday.

Members of the Rodeo Drive Committee told the City Council earlier this year that many local businesses are looking forward to BOLD's return this year, after last year's summer and holiday lineup of events. According to a city staff report, there were businesses last year that had increased sales and positive feedback from customers during BOLD events.

"The businesses loved it," Bosse said of the feedback she's received from the 2017 summer and holiday BOLD events. "There was a buzz and a vibrancy throughout our city."

A 5 percent increase in vehicle parking at the Two Rodeo Parking Garage on BOLD nights showed that the events helped increase the number of residents and visitors on the streets of Beverly Hills.

"We encourage people to come to Beverly Hills, enjoy our programs and all the offering that our businesses have available," Huma Ahmed, the city's community outreach manager, told the City Council at its study session last week.

Street poles, banners, postcards and flyers throughout Beverly Hills have been a big part of the promotional effort. Local organizations involved with BOLD events include the Beverly Hills Chamber of Commerce and the Beverly Hills Conference and Visitors Bureau.

"We have a comprehensive plan with our partners to really promote this event," said Keith Sterling, the city's public information officer.

Summer BOLD will conclude on Aug. 25 with the city's annual "Next Night Block Party."