



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** June 17, 2008  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community & Cultural Services Administrator  
Community Services Department  
**Subject:** Street Closure Request – Walt Disney Studios  
**Attachments:** 1. Letter from Walt Disney Studios  
2. Letter from the Rodeo Drive Committee

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### **INTRODUCTION**

The attached letter is a request submitted by Walt Disney Studios to close the 200 block of North Rodeo Drive to hold a press event for its upcoming feature film "Beverly Hills Chihuahua" on Monday, July 7 from 9:00 a.m. to 4:00 p.m.

### **DISCUSSION**

As proposed, the press event will launch Disney's latest live-action comedy film scheduled for release on September 26, 2008. Numerous scenes were filmed in Beverly Hills, specifically on Rodeo Drive and in Beverly Gardens Park. The press event date for "Running of the Chihuahuas" on Rodeo Drive was specifically selected in order to coincide with the same day as the "Running of the Bulls" in Pamplona, Spain. Preliminary plans also include musical entertainment, appearances by some of the film's stars as well as creating a track for the running of genuine Chihuahuas. The event will be free and open to the general public.

### **STREET CLOSURES**

The following information provides details of the proposed street closures for this event:

- 200 block of North Rodeo Drive  
From 7:00 p.m. on Sunday, July 6 through 7:00 a.m. on Tuesday, July 8  
For set-up and breakdown of the event
- Dayton Way, between Beverly and Camden Drives  
Will remain open to vehicular traffic, but will be utilized for media truck parking and deliveries. Access to Two Rodeo's parking structure will remain available at all times.

**MERCHANT NOTIFICATION**

As with previous street closures at this location, all merchants in the 200, 300 and 400 blocks of North Rodeo Drive, as well as Dayton and Brighton Ways (between Camden and Beverly Drives) will be notified of the upcoming activity.

Police and Fire personnel have reviewed the logistical details regarding the street closure and have preliminarily approved the plan as proposed. Street closures at this location have previously and successfully occurred with appropriate and adequate staffing.

In addition, the Rodeo Drive Committee, and Two Rodeo have expressed their support of the event (see Attachment 2).

**FISCAL IMPACT**

All City costs and fees will be the responsibility of Walt Disney Studios, including the \$40,000 street closure fee. Walt Disney Studios will also be required to provide a Certificate of Insurance for \$2 million in general liability naming the City of Beverly Hills as an additional insured.

**RECOMMENDATION**

Normally street closures would also require preliminary review by the City Council Events Liaison Committee, but due to the time constraints for this request, the Rodeo Drive Committee's support, and the fact that street closures have successfully occurred on the 200 block of North Rodeo with the appropriate level of staffing, staff is providing Walt Disney Studio's request to the City Council. In addition, it is believed that the event may also generate significant national and international publicity.

City Council direction is respectfully requested regarding the proposed closure of the 200 block of North Rodeo Drive. Unless the City Council has any questions, staff will administratively approve the request and move forward with coordination of the "Running of the Chihuahuas" press event on Monday, July 7, 2008.

  
Gisele Grable  
Approved By



Walt Disney Studios  
Motion Pictures

Dave Wong  
Vice President, National Publicity

June 2, 2008

Benita Miller  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Benita,

On behalf of Walt Disney Pictures, we are pleased to present plans for the "Running of the Chihuahuas" on the 200 block of Rodeo Drive on Monday, July 7 from 9 a.m. to 4 p.m.

This press event will take place on the same day as "Running of the Bulls" in Pamplona, Spain and is designed to help launch our newest feature film BEVERLY HILLS CHIHUAHUA. BEVERLY HILLS CHIHUAHUA is an upcoming live-action comedy film directed by Raja Gosnell. The film chronicles the adventures of a pampered Beverly Hills chihuahua named Chloe (voice of Drew Barrymore) who, while on vacation in Mexico, gets lost and must rely on her friends to help her get back home.

The film stars Jamie Lee Curtis, Piper Perabo, Nick Zano and the voices of Drew Barrymore, George Lopez, Andy Garcia, Salma Hayek and Edward James Olmos. The film will be released in theatres on September 26. As you may know, much of the film was shot on Rodeo Drive and in Beverly Hills.

Preliminary plans include entertainment, appearances by some of the film's stars – both human and canine – as well as building a track for the running of the Chihuahuas as the highlight of the day.

We have been working closely with the Rodeo Drive Committee to create a fun and mutually beneficial promotion to launch the film and bring international, national and local media coverage to the street. The Rodeo Drive Committee has agreed to support our street closure request and we have been working with the merchants to create a program to help drive traffic into the stores. The Committee will be sending you a letter of support later in the week. The event will be free and open to the general public.

We will continue to work with City Staff on event logistics to ensure any inconvenience to residents or merchants is minimized.

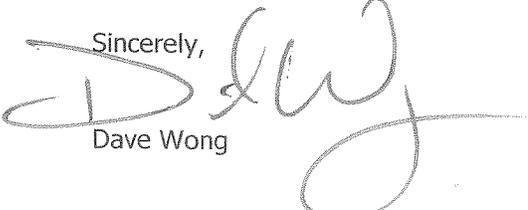
Walt Disney Pictures respectfully requests the support of Beverly Hills City Council for the following street closures:

200 Block N. Rodeo Drive  
7 p.m. Sunday, July 6, 2008 – 7 a.m. Tuesday, July 8

Dayton Way – posting of meters between Beverly and Camden for deliveries and media truck parking.  
7 p.m. Sunday, July 6, 2008 – 7 a.m. Tuesday, July 8

Thank you for your consideration.

Sincerely,

  
Dave Wong

cc: C. Donahue  
B. Dicker

500 South Buena Vista Street / Burbank, California 91521-1335 / 818-560-7291 Fax: 818-238-9678 / dave.wong@disney.com

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June 5, 2007

Benita Miller  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Benita,

On behalf of the Board of Directors of the Rodeo Drive Committee, we are writing to express our support of the proposed street closure request from Walt Disney Pictures for the "Running of the Chihuahuas" on Monday, July 7, 2008 on the 200 block of Rodeo Drive.

We have also had conversations with our individual members at Two Rodeo, Tiffany & Co. and Louis Vuitton located on the 200 block and they are supportive of this request.

We understand the event may require a street closure starting on Sunday evening, July 6 through Tuesday morning, July 8.

Walt Disney Pictures is working with the Committee on opportunities to help drive traffic and customers into the stores on this day to celebrate the filming of the feature film "Beverly Hills Chihuahuas" being released in September. The Committee believes this event will generate significant national and international publicity and excitement for Beverly Hills and Rodeo Drive.

Respectfully,

A handwritten signature in cursive script, appearing to read 'Tom Blumenthal'.

Thomas J. Blumenthal  
President  
Rodeo Drive Committee