CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: May 27, 2009

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Concours d' Elegance Car Show

Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter was submitted by The Donahue Group on behalf of the Rodeo Drive Committee requesting to hold the 12th Annual Concours d' Elegance Car Show on the 300 and 400 blocks of North Rodeo Drive and a portion of Brighton Way on Father's Day, Sunday, June 21, 2009 from 10 a.m. to 4 p.m.

DISCUSSION

The annual Car Show will include a display of over 100 exquisite automobiles featuring one-of-a-kind custom cars. In addition to the car display, the event will also include a car awards presentation, sponsor booths and a water/smoothie vendor.

The event will be highly publicized and is anticipated to draw local, regional and national press/media as well as a large number of spectators. In addition, the Rodeo Drive Committee will be working on a proposed banner campaign.

STREET CLOSURES

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

- 300 block of North Rodeo Drive
  From 10 p.m. on Saturday, June 20 through 8 p.m. on Sunday, June 21
- 400 block of North Rodeo Drive
  From midnight through 8 p.m. on Sunday, June 21
- Brighton Way - east of the 9510 Brighton Way parking structure to the alley east of Rodeo Drive
  From midnight through 8 p.m. on Sunday, June 21

The City's parking structure at 9510 Brighton Way as well as the Rodeo Collection parking structure (421 North Rodeo Drive) will remain accessible for public parking throughout the day. All merchants will have access to their businesses via the alleys east and west of Rodeo Drive.

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MERCHANT AND RESIDENT NOTIFICATION

As in previous years with similar large scale events held on Rodeo Drive, provisions for limiting event parking on the residential streets north of Rodeo Drive will be put into effect on the day of the event from 8 a.m. to 5 p.m. Affected residents will be notified in advance of the planned event activity as well as the parking restrictions. Residents will also be advised that special parking arrangements can be made by contacting the Transportation Department prior to the event if needed.

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity. The churches located on Santa Monica Boulevard will also be provided a letter detailing the event activity and street closures.

FISCAL IMPACT

All City costs and fees will be the responsibility of the Rodeo Drive Committee. As the City is a co-sponsor of the Concours d' Elegance, the street closure fee will not be charged, but all other fees and personnel costs will be required. In addition, the Rodeo Drive Committee will be responsible for a Certificate of Insurance for $2 million in General Liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

Over the years, the Concours d' Elegance Car Show has been a successful event that consistently attracts positive media coverage and is always well attended. Based on the previous success of this annual event that is free to the public, and the positive impact to the community, staff will administratively approve the Rodeo Drive Committee's request to close various streets as outlined above for the Sunday, June 21 Concours d' Elegance event.

Gisele Grable

Steve Miller
Approved By

ATTACHMENT 1

BH
RODEO DRIVE.

May 6, 2009

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

Dear Benita,

On behalf of the Rodeo Drive Committee, we are pleased to announce the Committee will once again present the Rodeo Drive Concours D'Elegance on Sunday, June 21, 2009. The event will be held on the 300 and 400 blocks of North Rodeo Drive, along with Brighton Way from 10 a.m.-4 p.m., and will be free and open to the general public.

The event will include a display of over 100 exquisite automobiles featuring one-of-a-kind custom cars and sponsor booths .

The Concours d'Elegance will be highly publicized to draw local, regional and national media and spectators. In addition, a two-week (June 5-21, 2008) banner program on Rodeo Drive is proposed to promote the event; preliminary artwork is forthcoming for City Council review and approval.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for the following street closures:

300 Block N. Rodeo Drive
10 p.m. Saturday, June 20 – 8 p.m. Sunday, June 21, 2009

400 Block N. Rodeo Drive
12 a.m.– 8 p.m. Sunday, June 21, 2009

Brighton Way between 9510 Brighton Way Parking Structure and alley East of Rodeo Drive
12 a.m. – 8 p.m. Sunday, June 21, 2009

As the Rodeo Drive Concours d'Elegance will attract thousands of visitors and shoppers to the Golden Triangle, we respectfully request support for the proposed street closure.

Thank you for your consideration.

Sincerely,

Tom Blumenthal
President
Rodeo Drive Committee

Cc: Alison Maxwell, City of Beverly Hills
Craig Donahue/Lisa Miller, The Donahue Group