



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 8, 2010

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Request to Use 9900 Wilshire Boulevard Building for Divine Design 2010 Fundraiser Event for Project Angel Food

Attachments: 1. Letter From Project Angel Food to Mayor Jimmy Delshad

INTRODUCTION

Project Angel Food is a local non-profit that provides meals to those in need who have cancer and other life-threatening illnesses. Over the last four years, Project Angel Food has conducted its annual Divine Design major fundraising event at the 9900 Wilshire Boulevard structure (former Robinson's May Department store location) and is again seeking to hold its December 2010 event at the same venue if approved.

DISCUSSION

Although Project Angel Food (PAF) has identified a location in downtown Los Angeles to host its 2010 Divine Design event if necessary, PAF recently sent a request to the Mayor's Office seeking to utilize the 9900 Wilshire Boulevard structure instead. If possible, PAF desires to keep the event in Beverly Hills, and in addition host its Gala Dinner at the adjacent Beverly Hilton Hotel. PAF is also eager to continue its tradition of providing contributions to local community groups such as the Beverly Hills Firemen's Association Children's Scholarship Fund, Beverly Hills Officers Association, Beverly Hills Education Foundation and The Maple Counseling Center.

In 2009 and due to the deteriorating condition at that time of the 9900 Wilshire Boulevard structure, both the Fire Department and Community Development/Building & Safety Officials indicated that the interior of the building was not meeting operational and building standard codes and could no longer be utilized for any type of activity. Therefore, the City Officials allowed the event to move forward with a specific safety plan as well as specific maintenance upgrades, but indicated that 2009 would be the last year.

Just recently, Fire and Code Enforcement City Officials conducted a building inspection and have indicated that the building's condition has not changed, and with a specific Safety Plan in place similar to last year's, that an event could occur again this year. Safety Officials also indicated that, similar to last year, with Fire Safety officers assigned to the event and other approved safety measures in place, that an event could occur in a safe environment on the first floor only.

Honorable Mayor & City Council

Meeting Date: July 8, 2010

Page 2

FISCAL IMPACT

Project Angel Food would be responsible for all City staff costs and permit fees. In addition, they would be required to provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million in General Liability.

RECOMMENDATION

Although final authorization would be contingent upon the final review and approval of the Special Event application and event plans/maps by both the Fire Department and Building & Safety Officials, City staff will work with Project Angel Food to confirm that specific operational and building standards are met in order to ensure a safe environment and successful event for all participants.

Unless the City Council has any questions or concerns, staff will continue to work with the Fire Department, and Building & Safety Officials, administratively approve Project Angel Food's request, and proceed with coordination of City permits and logistical details for the 2010 Divine Design event in December 2010 to be conducted at the 9900 Wilshire Boulevard location.

Gisele Grable

Steven Zoet, Interim Director
Approved By

Attachment 1



PROJECT ANGEL FOOD

May 11, 2010

Mayor Jimmy Delshad
City of Beverly Hills
455 No. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Delshad:

Divine Design 2009 held this past December at 9900 Wilshire Boulevard was a tremendous success, directly funding Project Angel Food's freshly-cooked meals, for people with life-threatening illnesses, for months to come. We were most grateful when the Beverly Hills City Council approved Project Angel Food holding the event at the "former Robinson's May," and will always be honored by your high-regard for our work.

When I spoke before the Council in July 2009, I shared our expectation that 2009 would be the last year in the building at 9900 Wilshire Boulevard. We need so much space for the event we were, at that time, in an impossible situation if we had needed to secure a new space in such short notice.

For Divine Design 2010 we have identified a new, excellent place to host the event, in downtown Los Angeles, but I am nevertheless writing to the Council to inquire if Project Angel Food could possibly hold Divine Design 2010 at 9900 Wilshire in Beverly Hills. Again, we are in a very different situation than last year, as we have a new space option, so this is request is not dire. Rather, my request is a reflection of how much we like hosting the event in Beverly Hills, and since the building is still standing, that we would love to bring Divine Design to Beverly Hills again.

As last year, we would occupy the building for about 2 weeks, for set-up, the event itself, and break-down, starting right after Thanksgiving. We anticipate being open to the public for 6 days. As for the past 4 years, we will work very closely with the Fire Department, the Police Department and the City Manager's office to ensure a safe environment for our shoppers, staff, and volunteers. Typically, our presence at 9900 Wilshire results in a payment of \$17,000 to the City of Beverly Hills for permits, and police and fire staffing.

We will also be honored to continue the very meaningful tradition of making community contributions to the **Beverly Hills Firemen's Association Children's Scholarship Fund**, **Beverly Hills Officers Association**, **Beverly Hills Educational Foundation**, and **The Maple Counseling Center**.

The Divine Design Gala Dinner would be held, as always, at the **Beverly Hilton Hotel**. We also continue to hire many Beverly Hills companies to create Divine Design including event producers, our publicist, and a private security firm. Divine Design brings hundreds of volunteers and thousands of shoppers to Beverly Hills to dine and do additional shopping. Thousands of Project Angel Food donors and volunteers also reside or work in Beverly Hills, and we know they would be delighted that Divine Design is being held at 9900 Wilshire and the Gala at the Beverly Hilton Hotel.

Each year the event realizes about \$60,000 in sales tax.

Mayor Delshad, the work of Project Angel Food remains as vital and needed as ever: today we are cooking and delivering 13,000 meals a week to women, men and children struggling with HIV/AIDS, cancer and other life-threatening illnesses. We hope that the City of Beverly Hills is proud to be a part of our direct, loving work by hosting our most significant fundraiser.

Thank you for your time and consideration. I look forward to hearing from you at your convenience and may be reached at (323) 845-1800 (ext. 232) or msteele@angelfood.org.

Most sincerely,



Margaret Steele
Chief Executive Officer

cc: Vice Mayor Barry Brucker
Councilmember Nancy Krasne
Councilmember William Warren Brien, MD
Councilmember John A. Mirisch
Judie Fenton