



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: June 7, 2011
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Rodeo Drive 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 providing information regarding its 14th Annual Concours d'Elegance Car Show on the 200, 300 and 400 blocks of North Rodeo Drive and a portion of Brighton Way on Father's Day, Sunday, June 19, 2011 from 10 a.m. to 4 p.m.

DISCUSSION

This year's Concours event will include a display of over 100 automobiles featuring one-of-a-kind custom cars. In celebration of the 150th Anniversary of the unification of Italy, the theme of this year's Concours is "The Art of Italian Motoring." In addition to the car displays, the event will also include a car awards presentation, sponsor booths and refreshments.

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

STREET CLOSURES

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

- 200 block of North Rodeo Drive
Closed from 9 p.m. on Saturday, June 18 through 8 p.m. on Sunday, June 19
- 300 and 400 blocks of North Rodeo Drive
Closed from 11 p.m. on Saturday, June 18 through 8 p.m. on Sunday, June 19
- Brighton Way, east of 9510 Brighton Way parking structure to Beverly Drive
Closed from 11 p.m. on Saturday, June 18 through 8 p.m. on Sunday, June 19

The City's parking structure at Rodeo Drive and Brighton Way 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.

MERCHANT AND RESIDENT NOTIFICATION

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 be provided a letter detailing the event activity and street closures. Rodeo Drive residents adjacent to the event will also be notified in advance of the planned activity and that if any special parking arrangements are required, they can be made by contacting the Transportation Department prior to the event if needed.

FISCAL IMPACT

As the City is a co-sponsor of the Concours d'Elegance, the street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will provide 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 local and national media coverage and is always well attended. Based on the previous success of this annual event that is free and open to the general public, and which also provides a positive impact to the local community, staff will administratively approve the Rodeo Drive Committee's request to close the streets as outlined above for the Sunday, June 19 Rodeo Drive Concours d'Elegance Car Show.

Please advise if additional information is required.

Gisele Grable



Attachment 1



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

May 11, 2011

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 19, 2011. This year's event, entitled 'The Art of Italian Motoring', will be held on the 200, 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. As usual, this event is being sponsored by the City of Beverly Hills.

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 three-week (June 5-19, 2011) 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:

200 Block N. Rodeo Drive
9 pm Saturday, June 18 - 8 p.m. Sunday, June 19, 2011

300 Block N. Rodeo Drive
11 pm Saturday, June 18 - 8 p.m. Sunday, June 19, 2011

400 Block N. Rodeo Drive
11 pm Saturday, June 18 - 8 p.m. Sunday, June 19, 2011

Brighton Way between 9510 Brighton Way Parking Structure and East of Rodeo Drive to Beverly Blvd.
11 p.m. Saturday June, 18 - 8 p.m. Sunday, June 19, 2011

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: Gisele Grable, City of Beverly Hills
Craig Donahue, The Donahue Group