



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 16, 2011
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: The Rodeo Drive Committee's Fashion's Night Out 2011 Event on
Thursday, September 8
Attachment: Letter from the Rodeo Drive Committee

INTRODUCTION

Attached is a letter submitted by The Donahue Group on behalf of The Rodeo Drive Committee to hold the 2nd Annual Fashion's Night Out 2011 on the 200, 300 and 400 blocks of North Rodeo Drive on Thursday, September 8 from 6 p.m. to 10 p.m.

DISCUSSION

Fashion's Night Out is a global initiative created by Vogue Editor-in-Chief Anna Wintour to celebrate fashion and restore consumer confidence. Rodeo Drive will join other international destinations such as New York, London, Paris, Milan and other major cities on this evening in an effort to help stimulate the industry's economy.

Rodeo Drive is taking the lead for the West Coast efforts for this event, and over 60 Rodeo Drive merchants will participate in the evening's activities by hosting events inside their stores and extending shopping hours. Similar to last year, guests who purchase items that evening will receive two complimentary tickets to ride a Ferris wheel located on the 200 block of Rodeo Drive. Along with the Ferris wheel, 10-12 gourmet food trucks will line the 300 and 400 blocks of Rodeo Drive. The closure of the 300 and 400 blocks will also assist in facilitating the visibility of the event as it is open to the general public. Press and media are expected to be in attendance.

In addition, the Rodeo Drive Committee has teamed up with IRIS, the new Cirque du Soleil show and will allow attendees to participate in a "flip book experience" whereby guests record themselves in front of a camera creating a personal flip book, and also an opportunity to win show tickets.

STREET CLOSURE

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

- The 200 block of North Rodeo Drive will be closed from 6 a.m. on Thursday, September 8 through 4 a.m. on Friday, September 9.
- The 300 and 400 blocks of North Rodeo Drive will be closed from 6 p.m. to 11 p.m. *(Please Note: Both Brighton and Dayton Ways will be open to through traffic and include Traffic Control staff in order to assist with traffic flow.)*

MERCHANT 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. *(As mentioned earlier, 60 Rodeo Drive merchants will also be participating.)*

FISCAL IMPACT

As the City is a co-sponsor of Fashion's Night Out 2011, the street closure fee will not be charged. All other City costs, including permit costs and personnel fees will be the responsibility of the Rodeo Drive Committee. 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

Last year's Fashion's Night Out, which was also free and open to the general public, was extremely successful and very well attended. The Community Services Department has had preliminary discussions with Police, Fire and Public Works personnel to review the proposed street closure plan and logistical details, and it has been determined that with the appropriate staffing, the traffic can be effectively monitored on both Dayton and Brighton Ways.

With the prestige and international publicity generated by this event, the high level of support of the local merchants and the success of last year's program, staff recommends approval of the request to close Rodeo Drive as outlined above.

Unless the City Council seeks further clarification, staff will proceed with the coordination of the logistical details, and obtain the Police and Fire Departments' final approval of the Fashion's Night Out event for the 200, 300 and 400 blocks of North Rodeo Drive on Thursday, September 8, 2011.

Gisele Grable
Approved By



Attachment 1



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

July 29, 2011

Dear Benita,

On behalf of The Rodeo Drive Committee, and in response to last year's great success, we are pleased to announce we will again lead West Coast efforts for **Fashion's Night Out, from 6-10 p.m. on Thursday, September 8, 2011.** The event is open to the general public.

The Rodeo Drive celebration will feature a Ferris Wheel on the 200 block of Rodeo Drive, more than 60 merchants hosting events and extended shopping hours, as well as selection of 10 to 12 of Los Angeles' famed gourmet food trucks, lining the 300 and 400 blocks of Rodeo Drive. We have teamed up with the new Cirque du Soleil IRIS and will exhibit the 'flip book experience' as well as provide opportunities to win show tickets.

Guests who make purchases with participating merchants that evening will receive two complimentary tickets to ride the Ferris Wheel as well as be entered into drawing(s) for Cirque du Soleil show tickets.

In order to draw traffic up to the 300 and 400 block retailers, the Committee would also like to close these blocks during the event itself. This will also allow the food trucks to line up against the median strip, and allow for guests to easily cross over from the east and west sides of the street to access all stores.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for following street closure **Thursday, September 8, 2011** :

**200 block North Rodeo Drive
6 a.m. Thursday, September 8, 2011 - 4 a.m. Friday, September 9, 2011**

**300 & 400 blocks North Rodeo Drive
6 p.m. - 11 p.m. Thursday, September 8, 2011**

If you have any questions, please contact Ann Friday at The Donahue Group at 310.717.6136 on cell. Thank you.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

cc: Craig Donahue / Ann Friday, The Donahue Group