



CITY OF BEVERLY HILLS

STAFF REPORT

Meeting Date: January 10, 2012

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Beverly Hills Conference & Visitors Bureau Street Closure Request for A Chinese New Year Celebration

Attachment:

1. Event Overview from the Beverly Hills Conference & Visitors Bureau
2. Map of Street Closure and Décor Details
3. Letter of Support from The Rodeo Drive Committee

INTRODUCTION

The attached information was submitted by the Beverly Hills Conference & Visitors Bureau (BHCVB) regarding a request to close the 400 block of North Rodeo Drive in order to host a Chinese New Year Celebration on Friday, January 20 from 5:30 p.m. to 7:00 p.m.

DISCUSSION

The Chinese New Year officially starts on January 23, and for the first time ever, the BHCVB is planning to host a New Year celebration. The event will give shoppers the opportunity to purchase gifts for their families in advance of the New Year celebration week (as is the custom).

The evening celebration will feature traditional Chinese entertainment (lion dance and drums), with in-store events, and *Good Fortune Envelopes* that will contain special offers and gifts to be distributed from participating stores. Additionally, parts of the City will be adorned with thematic décor that will help create a festive environment (see map on Attachment #2).

A private reception will occur inside Lladro's store on North Rodeo Drive. The reception will include a brief presentation, refreshments, photo opportunities and the unveiling of Lladro's new Dragon figurine. The public event portion will include entertainment and the distribution of red *Good Fortune Envelopes* from approximately 6:00 p.m. to 7:00 p.m. The public and invited guests will be encouraged to stroll, shop and dine throughout the Golden Triangle.

The Rodeo Drive Committee is in support of the event as well as the street closure (see Attachment #3).

STREET CLOSURE

The following provides details of the street closure for this event:

- 400 Block of North Rodeo Drive from 5:30 p.m. to 7:00 p.m.
In order to accommodate the entertainment of a dragon dance and drum corps.

The entertainment requires no sound system, stage or power needs. The performers will walk in the street, with one positioned on the east side of the median and the other on the west side of the median.

FISCAL IMPACT

All direct City costs and fees will be the responsibility of BHCVB (approximately \$5,400 for personnel costs, equipment, etc.). As the City is a sponsor of the BHCVB, the street closure fee will not be charged (approximately \$5,000). In addition, BHCVB will be responsible for a general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

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.

RECOMMENDATION

Based on the support of the Rodeo Drive Committee, the participation of local merchants, and the brevity of the closure (including sufficient staffing in order to provide the least amount of impact possible), staff recommends approval of the request to close the 400 block of North Rodeo Drive for the Chinese New Year Celebration event scheduled for Friday evening, January 20.

Gisele Grable



Steve Zoet
Approved By



Attachment 1



Chinese New Year Celebration Event Overview

Date: Fridays, January 20, 2012

Time: Private VIP Reception inside Lladro: 4 - 6pm; Public Event 6 - 9pm

EVENT OVERVIEW:

For the first time ever, the Beverly Hills Conference and Visitors Bureau (BHCVB) is planning to host a Chinese New Year celebration on Friday, January 20, 2012. The New Year officially starts on January 23, therefore the chosen date for the event will give shoppers the opportunity to purchase gifts for their families in advance of the New Year celebration week (as is custom).

The evening celebration will feature traditional Chinese entertainment (lion dance, drum corp), in-store events, and *Good Fortune Envelopes* that will contain special offers and gifts from participating stores. Additionally, parts of the city will be adorned with thematic décor that will help create a festive environment.

Private VIP Reception: The private reception is located completely inside Lladro's store on Rodeo Drive. The reception will include a presentation from BHCVB and/or a City of Beverly Hills representative, food & drink, photo opportunities and the unveiling of Lladro's new Dragon figurine.

Public Event: The VIP Reception guests will be led out of Lladro onto Rodeo Drive to join the public guests for the remainder of the evening's festivities. The public event includes entertainment and the dispersal of red "Good Fortune Envelopes" from 6pm to approximately 6:30 to 7pm. From that time on, the guests are welcome to stroll, shop and dine throughout the Golden Triangle.

EVENT DETAILS:

Décor:

To create a festive atmosphere, we would like to add décor to a number of blocks in the Golden Triangle.

Locations:

- The three blocks of Rodeo Drive (200, 300 and 400)
- Brighton Way between N. Camden Drive and N. Beverly Drive, as shown on the map below.

Décor includes:

- Banners (to be hung Monday, January 16 through Monday, January 30)
- Paper Lantern (during event only)
- Flower Arrangement (during event only)

Entertainment:

The entertainment requires no sound system, stage or power needs. They will perform directly on the street. One will be positioned on the east side of the median and one on the left side of the median.

Other:

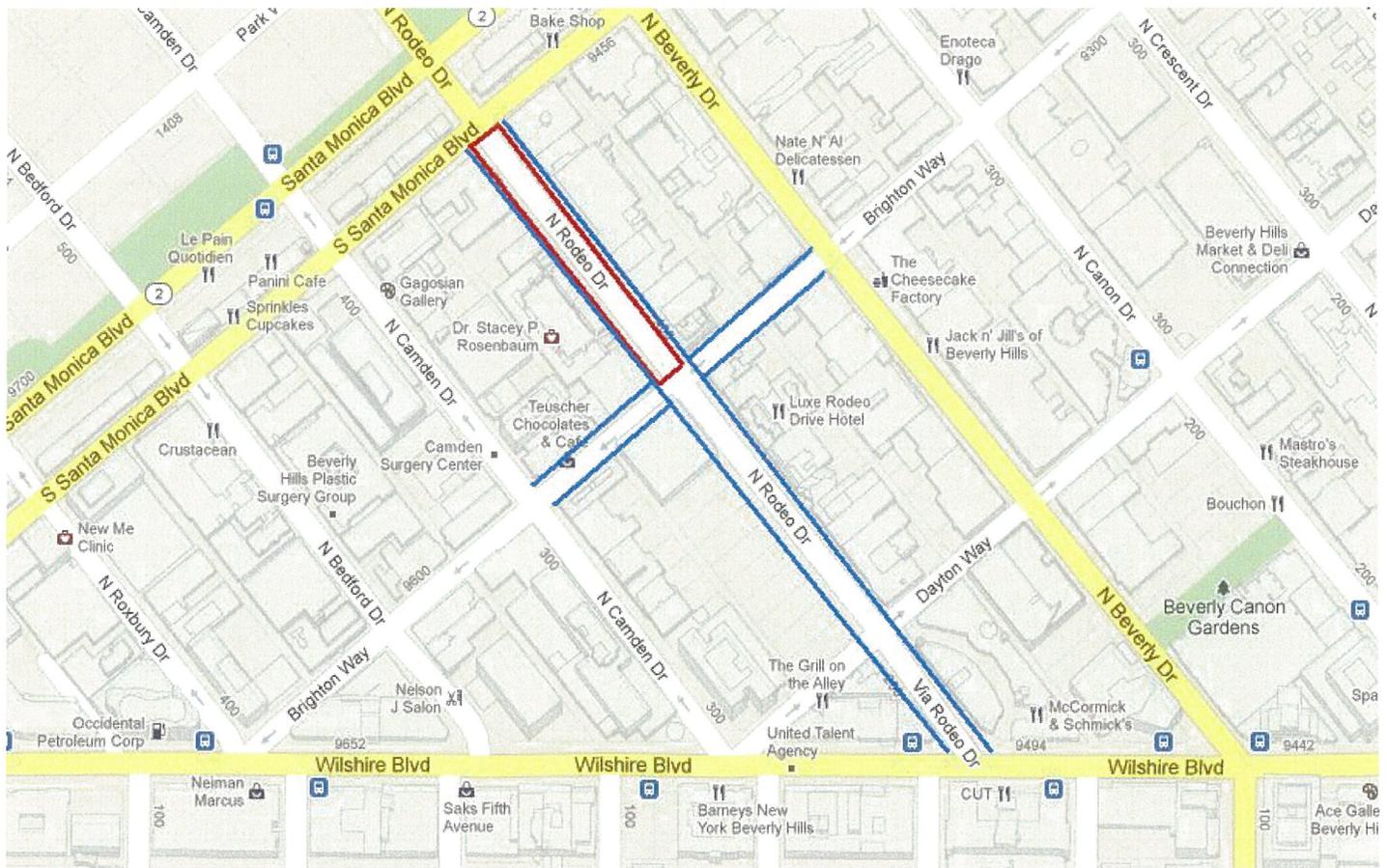
We will set up a "check in" area at which public attendees can check in to receive one of the red Good Fortune Envelopes, containing gifts and discounts from local businesses. This has not yet been designed but will be a booth, table or kiosk of some sort, approximately 6 ft wide and no more than 7 ft tall. Specific details will be provided further in the design process.

TRAFFIC ELEMENTS:

To accommodate the planned entertainment of a dragon dance and drum corps, we request the 400 Block of Rodeo Drive be closed to vehicular traffic.

Location: 400 Block of Rodeo Drive
Time: 5:30 to 7:00pm

Attachment 2



- Red area denotes street closure (400 Block of Rodeo Drive)
- Blue area denotes décor placement (200, 300 and 400 Block of Rodeo Drive and Brighton Way between N. Camden Dr and N. Beverly Dr)

Attachment 3



December 22, 2011

Mayor Brucker and the
Beverly Hills City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Brucker and Members of the City Council:

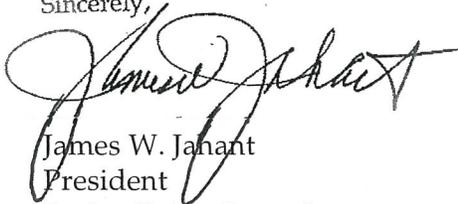
On behalf of the Rodeo Drive Committee and in the spirit of partnership with the Beverly Hills Conference & Visitors Bureau (BHCVB), we are pleased to offer our support for the first ever Chinese New Year celebration taking place on Friday, January 20, 2012 from 6-9 p.m.

We understand that as part of the event, the 400 block of Rodeo Drive will be closed between 5:30 and 7:00 p.m. to allow for traditional Chinese entertainment including a performance of the lion dance and drum corp.

To advertise and promote this event, we have been made aware and approve of BHCVB's installing commemorative banners along Rodeo Drive (and Brighton Way) on January 16 to be removed January 30th. We also support the installation of festive décor along Rodeo Drive featuring floral treatments and cultural embellishments.

We look forward to participating in this exciting event and are delighted to be at the epicenter of the evening. If you have any questions, please don't hesitate to contact us.

Sincerely,



James W. Jahant
President
Rodeo Drive Committee