



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 24, 2012

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Amgen Tour of California (ATOC) Bike Race

Attachment:

1. Request from Amgen Tour of California
2. Map of Route

INTRODUCTION

The attached letter is a request submitted by Amgen Tour of California (ATOC) on behalf of AEG (Anshutz Entertainment Group) seeking to conduct the kick-off of the eighth and final stage of a bike race, from the 200 through 400 blocks of North Rodeo Drive on Sunday, May 20, 2012. The race begins in Santa Rosa on May 13 and concludes in Downtown Los Angeles on May 20 at the Staples Center.

ATOC is a respected professional bike race modeled after the Tour de France. The race is governed by the same international cycling federation and includes the same teams and riders as the Tour de France, although is a shorter event (8 days versus 21 days). The race consists of 16 teams (8 riders each) and will have 8 stages that vary in length. 2012 will be the 7th year of ATOC cycling events, and it has developed a reputation for attracting prominent teams, as well as over 2 million spectators along the 820 mile route, and also includes international broadcast coverage.

DISCUSSION

The final stage of the bike race would begin early on a Sunday morning, May 20, with set-up of stage and equipment along the 200-400 blocks of North Rodeo Drive. The race would kick off shortly after 9:00 a.m. and be escorted by Beverly Hills Police Department staff and the California Highway Patrol (CHP), traveling east on South Santa Monica Boulevard to Burton Way, north on Doheny Drive (approximately 9:16 a.m.), and then east on Sunset Boulevard (9:19 a.m.) into West Hollywood. Similarly to other bike events that have occurred within Beverly Hills, once the race begins, the cyclists quickly leave the City within minutes, and it is anticipated (based on prior experience with similar events) that the clean-up activity will be completed prior to noon if not sooner, before Rodeo Drive merchants are open (and for those that have hours of operation on Sundays).

The City Council Liaison Committee (Mayor Brucker and Councilmember Bosse) has reviewed the ATOC request, and specifically asked about the Gran Fondo Bike Event and if there might be any issues with conducting both events within Beverly Hills. Staff checked with Gran Fondo USA and ATOC representatives, and in both cases, it was felt that Gran Fondo cyclists are bikers of all levels, where as the ATOC is focused on professional cyclists and neither group had any concerns. In addition, ATOC has indicated that they would be willing to promote the Gran Fondo USA event during their bike event within Beverly Hills. Other than these concerns, Mayor Brucker and Councilmember Bosse were in support of the ATOC proposal.

Staff also discussed the proposal with the Rodeo Drive Committee, the Beverly Hills Chamber of Commerce, and the Beverly Hills Conference & Visitors Bureau and all three groups were in support, and have indicated that they will be providing letters of support (to be provided to the City Council at the January 24 study session).

STREET CLOSURE

The following information provides preliminary details of proposed street closures for this event on Sunday, May 20.

- The 200 through 400 blocks of North Rodeo Drive for event set-up.
- The 300 and 400 blocks of North Camden Drive for parking of equipment and vehicles.
- Brighton Way and Dayton Way between Camden Drive and Beverly Drive.

MERCHANT NOTIFICATION

As with any large-scale events on North Rodeo Drive, all affected merchants on the 200, 300 and 400 blocks of North Rodeo Drive, Dayton and Brighton Ways, between Camden and Beverly Drives, and also the 300 and 400 blocks of Camden Drive, as well as businesses along South Santa Monica Boulevard will receive advanced notification of the upcoming activity.

FISCAL IMPACT

At this time, it is estimated that the preliminary City costs and fees would be approximately \$25,000, and ATOC/AEG would be responsible for all expenses associated with the event.

In addition, ATOC would be responsible for a Certificate of Insurance of \$2 million in General Liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

If City Council approval is received, Community Services staff will continue to meet with the appropriate Departments to review the requested street closures and proposed route and finalize the logistical details and cost estimates.

With the prestige and international publicity generated by this event, and support of key community groups, staff recommends approval of the request of street closures as outlined above.

Honorable Mayor & City Council
Meeting Date: January 24, 2012

Staff will be available to answer questions and both Kristin Bachochin, Executive Director of Amgen Tour of California and Jim Birrell, Managing Partner of Medalist Sports will also be in attendance to provide additional information regarding the event.

Gisele Grable

Steven Zoet
Approved By

Attachment 1

AMGEN

MAY 13-20, 2012
Tour of California

January 18th, 2012

Dear Honorable Mayor Barry Brucker and Beverly Hills City Council:

I am contacting you on behalf of AEG in regards to the 2012 Amgen Tour of California, America's largest professional road cycling race which takes place May 13 – 20, 2012.

With Beverly Hills being one of the most well-known and respected cities in the country, AEG would be honored to host the start of Stage 8, the final stage of the race, in your city on Sunday, May 20th.

We are requesting Rodeo Drive to be closed between Santa Monica and Wilshire Blvd. on Sunday, May 20. In addition, we are requesting the following roads to be closed for team parking: Camden Drive between Santa Monica Blvd and Brighton Way, and Brighton Way between Camden Drive and Beverly Drive.

We would love for Beverly Hills to be part of Americas' premier cycling race, which receives international attention for eight days in May.

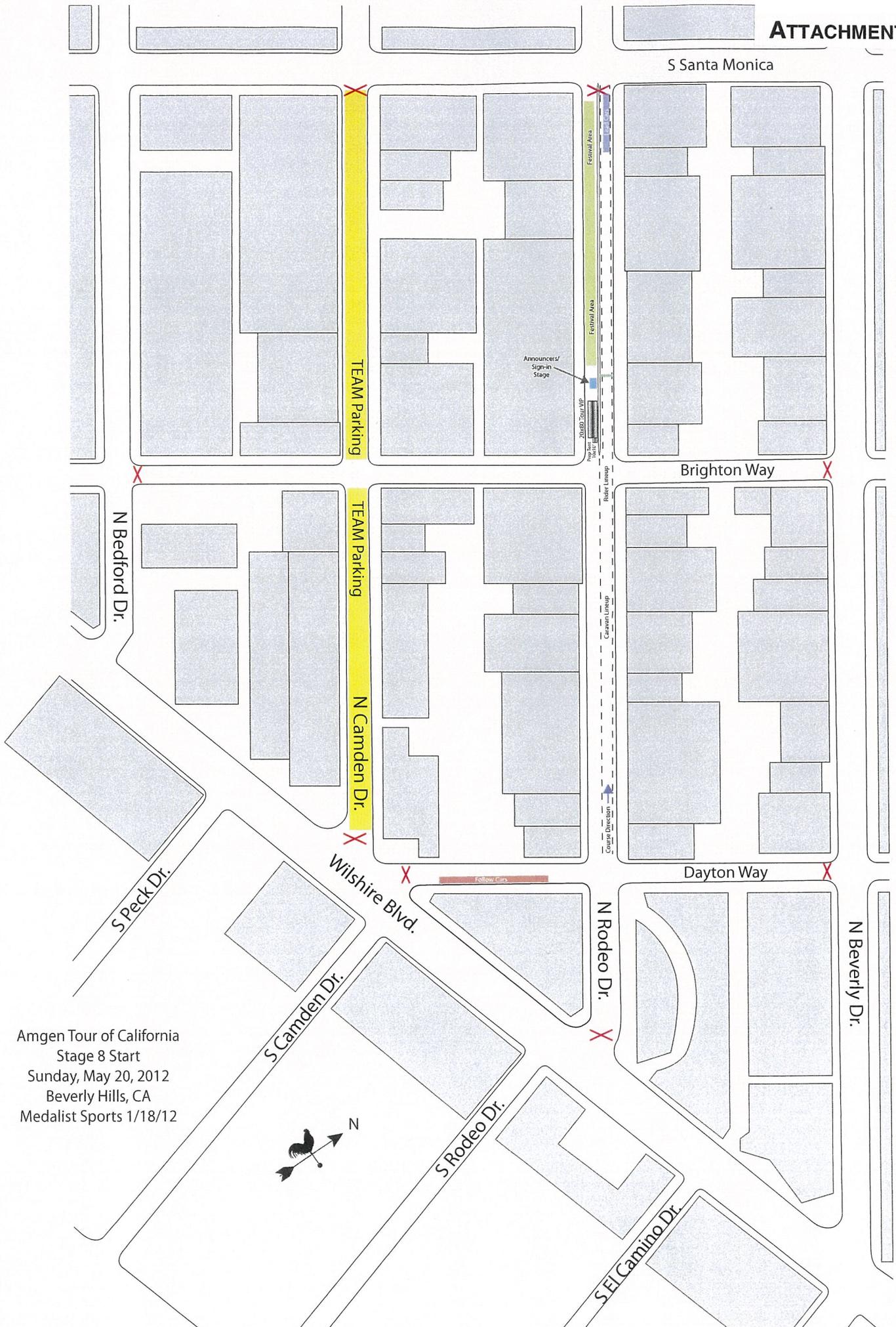
I'm happy to answer any questions or provide you with any additional information, so please do not hesitate to contact me directly. Thank you in advance for your consideration.

Sincerely,

Kristin Bachochin
Executive Director, Amgen Tour of California

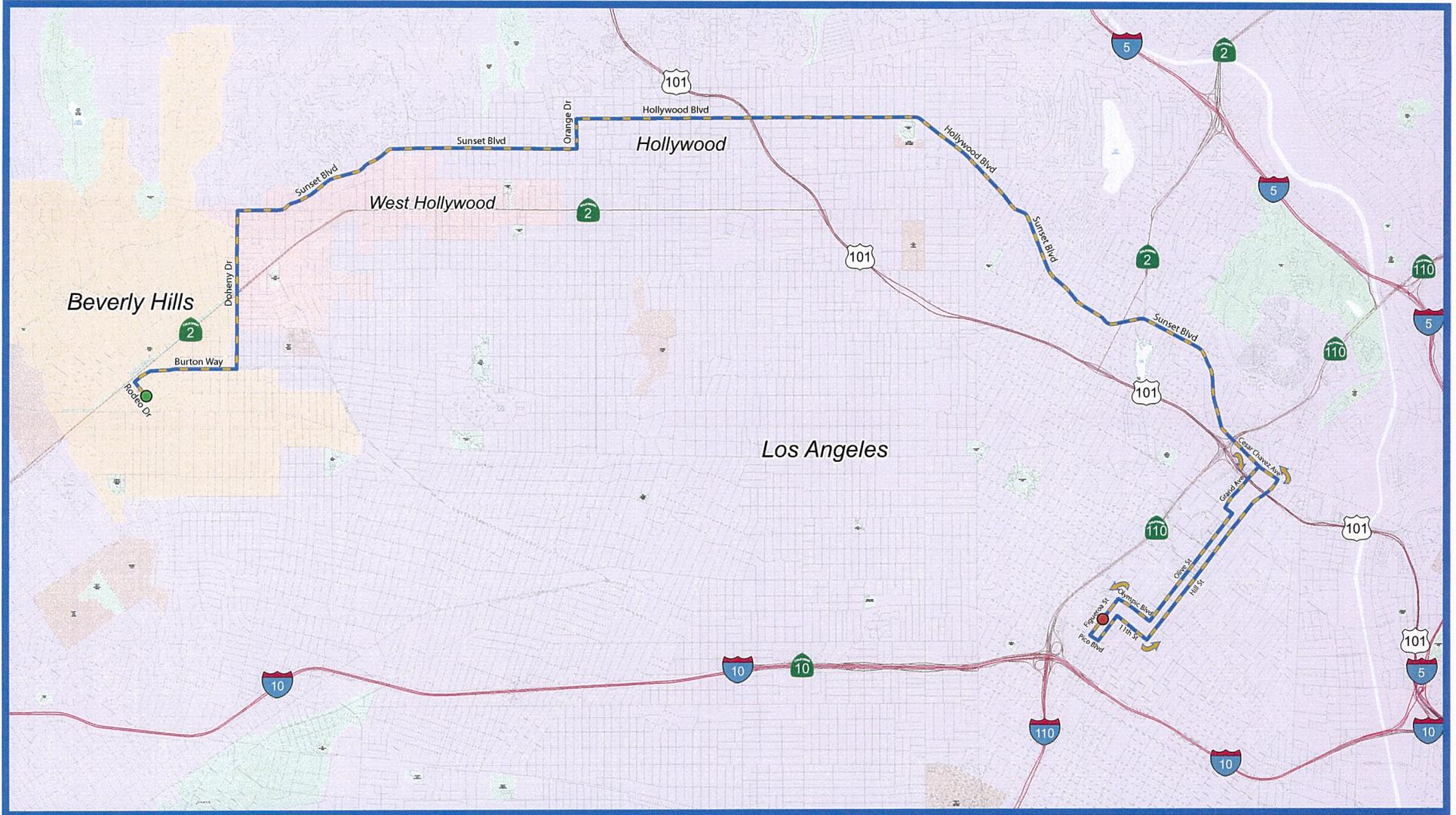


Attachment 2



Amgen Tour of California
Stage 8 Start
Sunday, May 20, 2012
Beverly Hills, CA
Medalist Sports 1/18/12





	<p>Stage 8 Beverly Hills to Los Angeles Sunday, May 20, 2012</p>	<p>Start Time: TBD Total Distance: TBD Finish ETA: TBD</p>
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