



STAFF REPORT

Meeting Date: August 16, 2016

To: Honorable Mayor and City Council

From: Gisele Grable, *Interim* Community Services Assistant Director

Subject: Los Angeles Marathon Request for Beverly Hills Participation in 2017 and 2018

Attachments:

1. Letter of Request for Beverly Hills Participation in the 2017 & 2018 Skechers Performance LA Marathon Events
2. Letter of Support from the Rodeo Drive Committee for 2017
3. Map of Beverly Hills Route of LA Marathon

INTRODUCTION

With cooperation between four cities, the “*Stadium to the Sea*” course of the Skechers Performance Los Angeles Marathon has occurred over the last 7 years. The Concur Endurance Group is seeking to include Beverly Hills in the same course as in previous years, traveling from downtown Los Angeles, through the Cities of West Hollywood, Beverly Hills, West Los Angeles, to the ocean in Santa Monica.

DISCUSSION

Although the City of Beverly Hills has previously provided consent on an annual basis, the last request from Concur included a 2-year commitment due to the scheduling issues revolving around the U.S. Olympic Trials activities and dates in February 2016. Currently, Concur has provided a request to include Beverly Hills in both 2017 and 2018, with a return to its traditional mid-March date. The proposed Sunday race dates include: March 19, 2017 and March 11, 2018.

Concur attended the Rodeo Drive Committee’s (RDC) meeting in June, afterwhich the RDC provided the attached letter of support for 2017 only, with the commitment that the streets are reopened by 1:00 p.m. In addition to an earlier start time of the race, as well as the City’s efforts in recent years to begin opening the City’s streets starting at noon, all streets are open to vehicular traffic by 1:00 p.m., which has successfully occurred over the last couple of years. The RDC has also requested that as a condition of their support, the Marathon continue to promote Rodeo Drive as a prominent course segment in the organization’s marketing and publicity initiatives. *In previous years, the Marathon’s website and marketing materials have featured Beverly Hills (hotels, sites to visit, such as Rodeo Drive, Greystone Mansion, etc.) including links to the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau websites.*

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Conqur representatives also met with the City Council Liaisons for Special Events (Vice Mayor Krasne and Councilmember Bosse) in recent months. The Council Liaisons indicated their support of the event traveling through Beverly Hills but also only for the scheduled 2017 event. The Liaisons indicated that the City will review the effects during the event due to the Metro and Santa Monica Boulevard projects and the traffic/circulation impacts it will have for the City, before committing to the 2018 date. In response to concerns shared regarding impacts to the City's businesses, Marathon representatives shared that they will have a "Dine, Shop, Stay" section on their website that will promote Beverly Hills hotels and restaurants to runners and other participants of the marathon to patronize.

With the two large projects occurring in the City of Beverly Hills (Metro and Santa Monica Boulevard Reconstruction), city staff has already provided information to the Project Managers of these projects in the case that the Marathon event is approved for 2017 (and any future years).

FISCAL IMPACT

All City permits and fees and any associated costs have been the responsibility of Conqur and in addition includes full cost recovery for personnel costs, equipment, signage, etc. (for the 2016 event, the final payment was over \$120,000). General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured would also be required and provided by Conqur Endurance Group.

In addition, the Marathon also includes a fundraising component. In 2016, there were 106 charity partners who raised over \$3.5M, including the Beverly Hills based Concern Foundation, which has raised over \$750,000 since partnering as an Official Marathon Charity.

RECOMMENDATION

City Council direction is respectfully requested regarding the proposal to extend an agreement with Conqur for City of Beverly Hills participation in the Skechers Performance Los Angeles Marathon for one year (on Sunday, March 19, 2017). At the City Council Liaison meeting both Vice Mayor Krasne and Councilmember Bosse provided their support and recommendation for one year only.

Tracey Russell, Chief Executive Officer of Conqur Endurance Group, will be in attendance at the August 16 City Council meeting to provide additional information and to answer any questions.

Gisele Grable
Approved By



Attachment 1

The Honorable City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Councilmembers:

One of the primary reasons the Skechers Performance Los Angeles Marathon has become a top 10 marathon in the world is the incredible addition of Beverly Hills and Rodeo Drive to the *Stadium to the Sea* Course. For the last 7 years we have developed and maintained an outstanding relationship with Gisele Grable and the team in Beverly Hills – a relationship based on trust, hard work, problem solving, commitment to the Beverly Hills Community and our participants. We would like to continue this outstanding track record of success and renew our agreement with the City of Beverly Hills for 2017 and 2018.

The 2016 Skechers Performance Los Angeles Marathon – the seventh running of the *Stadium to the Sea* course – was another huge success with over 25,000 registrants in the marathon and 106 charity partners raising over \$3.5M. The Beverly Hills based Concern Foundation, has raised over \$750,000 since partnering as an Official Marathon Charity. Additionally, the Marathon annually donates nearly \$650,000+ in goods and services to grade school and high school programs. We are now the 5th largest marathon in the nation and 10th largest in the World.

Cooperation between our four city partners continues to be a key ingredient in the success of the Skechers Performance Los Angeles Marathon. The *Stadium to the Sea* course has gained significant notoriety and traction locally, nationally and internationally. It is fantastic showcase for our region as, unlike any other event, it weaves together the special attributes that make our region a great place to live and visit.

The Marathon's 2016 media coverage garnered 3,603 total placements resulting in 4.78 billion impressions, more than doubling the 2015 total of 2.1 billion impressions. It is truly a celebration of our partner cities and effectively markets our best attributes to a worldwide audience.

The day before this year's Marathon we also produced the United States Olympic Team Trials Marathon. This event, which selected the USA marathon team for this summer's Olympic Games in Rio, drew huge crowds, wide acclaim, and high ratings on NBC's 3-hour live broadcast. The result was a very effective showcase of the Los Angeles region in support of the LA2024 Olympic bid.

Going forward, the Marathon will return to its traditional mid-March date with these race dates:

- o March 19, 2017
- o March 11, 2018

The race start time, which was moved earlier by 30 minutes in 2015 due to heat, is now the Marathon's official start time as it positively impacts earlier street re-openings for residents and businesses.

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the *Stadium to the Sea* course. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national and international spotlight for Beverly Hills' signature style and renowned businesses. Each of the last three years, Rodeo Drive was overwhelmingly voted "Favorite Landmark" by participants over the entire 26.2 mile course, and one of the driving reasons many choose to participate in the Marathon.

The entire Beverly Hills course section serves as a tremendous source of excitement and activity for both runners and spectators. This year, our sponsor Air France partnered with the City of Beverly Hills to host a well-received block party/ cheer zone. Cheer Alley, located near Little Santa Monica Boulevard and Moreno Drive, features over 600 cheer leaders. These event elements have very successfully and positively engaged Beverly Hills residents with our runners.

Beverly Hills is prominently featured in Marathon TV programming with a feature reporter stationed along Rodeo Drive. The Marathon's TV programming reaches over 75 million households across the U.S. through KTLA and WGN broadcasts. This year's ratings increased 36.8% with 553,000 unique households turning in. Looking ahead to 2017, we are currently negotiating with major international outlets such as EuroSport to carry our programming.

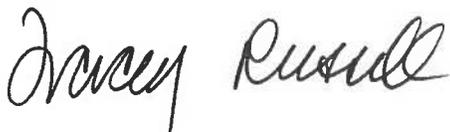
Also in 2017 we are launching a major initiative, including promotions in target markets in Europe and Asia, to acquire long-haul travelers/runners. Our primary focus is China where running is booming among high net-worth individuals who are keen to participate in destination marathons outside of China. Los Angeles is a natural destination for Chinese runners.

In an effort to further support our City partners, we are working, and will continue to work with, the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions to our entire database and online social community. As proud members of the Chamber, we want to expand that relationship and provide opportunities to increase visibility of local businesses, and offer a point of economic development.

Again, we respectfully request a two-year extension to our operating agreement, through the 2018 race.

Thank you for your tremendous support in making the 2016 Skechers Performance Los Angeles Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,

A handwritten signature in black ink that reads "Tracey Russell". The signature is written in a cursive, flowing style.

Tracey Russell
Chief Executive Officer

Attachment 2



Hon. John Mirisch, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Los Angeles Marathon's return to Beverly Hills and to the Rodeo Drive street closure request for March 19, 2017.

As Beverly Hills and Rodeo Drive are featured highlights in the LA Marathon's "Stadium to the Sea" course, our Board of Directors is in favor of continuing the partnership for another year.

As a condition of its support for the event and to help alleviate the street closure inconvenience for our member's businesses, RDC would like to ensure that the marathon continues to begin at its earlier time and that the streets are reopened before 1:00PM. The RDC would also like to ensure that the LA Marathon team continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives, and that they work with RDC to leverage their media partnerships with KTLA and any other media sponsors moving forward.

The Rodeo Drive Committee is excited to continue participating in America's fifth largest marathon and we appreciate your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Tronstein', with a long horizontal flourish extending to the right.

Mark Tronstein
President
Rodeo Drive Committee

Cc: Megan Roach, Joe Richardson, Tara de Souza

Attachment 3



Los Angeles Marathon – 2017 - City of Beverly Hills Route

Sunday, March 19, 2017

