



**Meeting Date:** May 20, 2008  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community & Cultural Services Administrator  
Community Services Department  
**Subject:** Concours D' Elegance Car Show  
**Attachments:** 1. Letter from The Rodeo Drive Committee

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### **INTRODUCTION**

Attached is a request submitted by The Donahue Group on behalf of the Rodeo Drive Committee to hold the 11<sup>th</sup> Annual Concours D' Elegance Car Show on the 300 and 400 blocks of North Rodeo Drive and a portion of Brighton Way on Father's Day, Sunday, June 15, 2008 from 10:00 a.m. to 4:00 p.m.

### **DISCUSSION**

The theme of this year's event will be "Haute Wheels: Celebrating Car Couture." The event will include a display of over 100 automobiles featuring one-of-a-kind custom cars. In addition to the car display (and similar to previous years), the event will also include a car awards presentation, a food court (including non-alcoholic drinks) and sponsor booths.

The event will be highly publicized and will draw local, regional and national press/media as well as a large number of spectators. To further publicize the event, the Rodeo Drive Committee will be working with the City's Communications Office on a proposed banner campaign.

### **STREET CLOSURES**

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

- 300 block of North Rodeo Drive  
From 10 p.m. on Saturday, June 14 through 8 p.m. on Sunday, June 15
- 400 block of North Rodeo Drive  
From midnight through 8 p.m. on Sunday, June 15
- Brighton Way, east of 9510 Brighton Way parking structure & alley east of Rodeo Drive  
From midnight through 8 p.m. on Sunday, June 15

The City's parking structure at 9510 Brighton Way as well as the Rodeo Collection parking structure (421 North Rodeo Drive) 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.

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**MERCHANT AND RESIDENT NOTIFICATION**

As with previous large scale events held on Rodeo Drive and open to the public, provisions for limiting event parking on the residential streets north of Rodeo Drive will be put into effect on the day of the event from 8 a.m. to 5 p.m. Affected residents will be notified in advance of the planned event activity as well as the parking restrictions. Residents will also be advised that special parking arrangements can be made by contacting the Transportation Department prior to the event.

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 Blvd. will also be provided a letter detailing the event activity and street closures.

**FISCAL IMPACT**

All City costs and fees will be the responsibility of the Rodeo Drive Committee. The City has provided funding to the Committee which was previously approved by the City Council. As the City is a co-sponsor of the Concours D' Elegance, the street closure fee will not be charged. 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**

Over the years, the Concours D' Elegance Car Show consistently attracts significant and positive media coverage and is always very well attended. Based on the previous success of this annual event that is free to the public, and the positive impact to the community, staff will administratively approve the Rodeo Drive Committee's request to close various streets as outlined above for the Sunday, June 15 Concours D' Elegance event.

  
Approved By



May 2, 2008

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

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 15, 2008. The theme of this Father's Day event is "Haute Wheels: Celebrating Car Couture." The event will be held on the 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.

The event will include a display of over 100 exquisite automobiles featuring one-of-a-kind custom cars, sponsor booths and a food court.

The Concours d'Elegance will be highly publicized to draw local, regional and national media and spectators. In addition, a two-week (June 1-15, 2008) banner program on Rodeo Drive and 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:

300 Block N. Rodeo Drive  
10 p.m. Saturday, June 14 – 8 p.m. Sunday, June 15, 2008

400 Block N. Rodeo Drive  
12 a.m.– 8 p.m. Sunday, June 15, 2008

Brighton Way between 9510 Brighton Way Parking Structure and alley East of Rodeo Drive  
12 a.m. – 8 p.m. Sunday, June 15, 2008

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