



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 17, 2009
To: Honorable Mayor & City Council
From: Gisele Grable, Community & Cultural Services Administrator
Community Services Department
Subject: DreamWorks 7th Annual "Night Before" Academy Awards Event
Attachment: 1. Letter from DreamWorks

INTRODUCTION

DreamWorks, on behalf of the Motion Picture & Television Fund (MPTF), will be holding its 7th Annual "Night Before" fundraising event scheduled for Saturday, February 21, 2009 from 8:00 p.m. to 1:30 a.m. at the Beverly Hills Hotel (see attachment 1).

As in previous years, the location of the event will be outdoors in the pool area of the Beverly Hills Hotel. Approximately 900 guests, including celebrities and entertainment executives are expected to be in attendance. The event is closed to all press and media with the exception of a photographer from Variety. Last year's event raised \$8 million dollars for MPTF, which is a charitable organization that offers programs and assistance to entertainment industry individuals in need of healthcare and social services.

DISCUSSION

For the past five years, DreamWorks has closed a portion of Hartford Way for security purposes as well as to facilitate the valet plan for guest departures. This year, the arrival and departure plan for guest vehicles will take place completely on Hotel property. The east and west sidewalks on Hartford Way, between Lexington and Sunset, as well as the sidewalk on the north side of Sunset Boulevard from Crescent Drive to Hartford Way will be closed between 7:00 p.m. to 1:30 a.m. to ensure guest privacy and security.

FISCAL IMPACT

As with their previous events, DreamWorks will be responsible for all City costs and fees and will also provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million dollars.

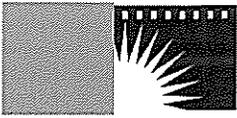
Meeting Date: February 17, 2009
Honorable Mayor & City Council

RECOMMENDATION

Unless the City Council has any questions or concerns, staff will continue to proceed with coordination of all logistical details regarding the 7th Annual "Night Before" Academy Awards event at the Beverly Hills Hotel on Saturday, February 21, 2009.

Gisele Grable
Approved By





**Motion Picture
& Television
Fund**
Taking Care of Our Own™

FOUNDATION

23388 Mulholland Drive
Suite 220
Woodland Hills, California
91364

818.876.1900
818.876.1940 fax
www.mptvfund.org

DIRECTORS

Jeffrey Katzenberg
Chairman

Warren Beatty
Annette Bening
Jeffrey Berg
Peter Chernin

J. Nicholas Counter, III
Robert A. Daly
Roger H. Davis
Barry Diller

Michael Douglas
Nora Ephron
David Geffen

Jim Gianopulos

Samuel Goldwyn, Jr.

Robert A. Iger

Alan Ladd, Jr.

Ed Limato

Heather Locklear

Frank G. Mancuso

Roger L. Mayer

Christopher J. McGurk

Barry M. Meyer

Ron Meyer

Rick Nicita

Robert M. Osher

Sydney Pollack

John Plak

Dolores Robinson

James E. Rogers

Jay D. Roth

Thomas C. Short

Kevin Spacey

Steven Spielberg

David Tillman, M.D.

Casey Wasserman

Mrs. Lew Wasserman

John Wells

Robert C. Wright

Kenneth W. Scherer

CEO

MPTF Foundation

January 14, 2009

Ms. Benita Miller
City of Beverly Hills
Via email

Dear Benita,

As you know, the Motion Picture and Television Fund holds their annual "Night Before" the Oscars fundraiser at the Beverly Hills Hotel on the evening before the Academy Awards. For 85 years, MPTF has been dedicated to improving the quality of life for those in need within the entertainment community. MPTF offers crisis counseling, health care, childcare, retirement living and charitable community services including financial assistance. "The Night Before" has helped raise millions of dollars to help MPTF continue to be the "safety net" and helping hand for thousands of entertainment industry families.

This year's event will be held on Saturday, February 21st, 2009. While we will not need to close Hartford Way for our valet departures as we have done for the last five years, we would like permission to close the sidewalks on both the east and west side of Hartford Way between Sunset Boulevard and Lexington from 7 pm to 1:30 am. We would also like to close the sidewalk on the north side of Sunset Blvd. from the hotel's driveway (Crescent Drive) to Hartford Way. The sidewalk closure would keep the pool area secure as well as ensure that we do not have anyone photographing our guests as they depart the hotel after the event. All of our valet arrivals and departures will this year be done on the Hotel's property. The sidewalk closure should not impact the residents on Hartford Way at all.

We will, of course, pay for any necessary City of Beverly Hills staff to enforce the sidewalk closure as well as permit fees and associated costs. We will also provide a certificate of insurance as we have done in years past.

Please let me know if there is anything further you need from me at this time. I appreciate your help in submitting this to the City Council on our behalf.

Sincerely,

Robyn Leuthe
Event Producer