CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: June 16, 2009

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: LA Marathon Proposal for Sunday in March 2010

Attachment:
1. Letters from LA Marathon Race Director (2)
2. Map of Proposed Beverly Hills Route
3. Letter of Support from the Rodeo Drive Committee

INTRODUCTION

A proposal was submitted by the LA Marathon's Race Director Nick Curl that provides information regarding a new proposed route for next year's Los Angeles Marathon on a Sunday morning in March of 2010, and requests inclusion of the City of Beverly Hills within this new proposed race course. *See second letter under Attachment #1.*

DISCUSSION

Representatives from McCourt Group LLC, which recently acquired operating rights for the Los Angeles Marathon (in late 2008), and LA Marathon's Race Representatives, met initially with the City Manager and Community Services Director, and later with City staff regarding its proposal to include a new race route that would connect from downtown Los Angeles to the ocean. New elements of the race includes a "Downtown to the Ocean" route that would feature iconic sites along the path reflecting the region's history, diversity and culture, including a route through Beverly Hills and along the 200-400 blocks of Rodeo Drive. Some of the key elements also include:

- Date on a Sunday morning in March 2010 (date to be confirmed)
- 25,000 runners estimated for 2010 race
- All City costs to be fully reimbursed
- Emergency access provided across the race route (normal operating procedure for safety personnel operations, i.e. Police, Fire, Paramedics)

City staff from Police, Fire, Transportation/Engineering, Public Works and Community Services met and reviewed the proposed details and discussed the possibility of having such an event within the City, as well as assessed the four route options that were proposed by the LA Marathon representatives. Staff determined that such an event if conducted (on a Sunday morning with the least amount of impact to the community) could be possible if the route was revised as indicated in Attachment # 2.

Honorable Mayor & City Council
Meeting Date: June 16, 2009

STREET CLOSURE

Staff analyzed various alternate routes within the City and determined that if the route could be altered to provide the least amount of impact to key streets (for example Sunset Blvd., North Santa Monica Blvd., and Beverly Drive as was originally proposed), that the race could occur early on a Sunday morning. Attachment #2 includes the proposed modifications by the same City staff mentioned previously, and it was determined that a feasible route would include the following:

(*The route in West Hollywood includes: West on Sunset; south on San Vicente and west on Santa Monica)*

Beverly Hills

- From Santa Monica Blvd; south on Doheny Drive (southbound)
- West on Burton Way (runners on south side of median/street, which has a large central median, so monitored traffic could be allowed on north side of median)
- Continue west on Little/South Santa Monica Blvd. (which transitions at Rexford)
- South on Rodeo Drive (runners on west side of median/southbound)
- Turn right/west on Wilshire Blvd.; north side of median)
- Left/west on Little/South Santa Monica to City's northwest boundary

Although the start time of the Marathon kicks off with the Wheelchair Athletes at 7:00 a.m. (estimated arrival time in Beverly Hills at 7:40 a.m.), the Race Organizers have indicated a street closure from approximately 6:00 a.m. to 11:00 a.m. City staff, based on its experience, has initially indicated though that the closure within Beverly Hills would be recommended until approximately 1:00 p.m., but the time may be modified slightly depending on additional review. There is no time limit for runners to complete the Marathon, but participants are informed that streets will begin to re-open to traffic at an approximate 13-minute per mile pace.

The route as proposed would enter into the City of Beverly Hills from Santa Monica Boulevard entering south onto Doheny Drive. To date, the LA Marathon representatives have received approval by the City of West Hollywood's City Council for its route up to Beverly Hills. City staff has already met with West Hollywood staff and has begun to review and discuss coordinated efforts if the proposal is to be formally approved by both cities.

REVIEW OF PROPOSED EVENT

To date, City staff has also reviewed the proposal and details with the Conference & Visitors Bureau, the Chamber of Commerce, as well as the Rodeo Drive Committee, and each group has been extremely supportive of such an event and have indicated that they believe that such an event would generate significant national and international publicity, and would be an economic benefit overall.

In addition, staff also reviewed the proposal with the City Council Liaison Committee for Special Events (Mayor Krasne and Vice Mayor Delshad) and received their comments and suggestions as follows:

- City of West Hollywood's formal approval of route (*West Hollywood's City Council's approved event at its June 1 Council Meeting)*
- Outreach to Beverly Hills Sister Cities
- Fundraising opportunities that the LA Marathon representatives have indicated they are willing to work with local charities/non-profits to assist in local fundraising efforts.

- Farmers' Market concerns – (*staff has reviewed the details with Market Division staff, and if event is approved, would work closely to provide advance notice not only to attendees, but also to farmers so they are aware and provided information in advance as to the best route to arrive at the Market)*

Community Services staff and the LA Marathon representatives would work closely with the City's Offices of Economic Development and Communications Office as well as the Conference & Visitors Bureau to develop a marketing plan and determine the best approach to take full advantage of any and all promotional opportunities for such an event. Since the LA Marathon normally includes runners from around the world, the event will also receive major network coverage.

The first letter under Attachment #1 from the LA Marathon provides an overview of the scope of media strategy efforts as well as potential revenue-generating opportunities that include promotions that would specifically benefit the City's local hotels, restaurants, retail establishments, and also include outreach programs to the local schools and charities. See Attachment 1 for details.

NOTIFICATION

As with any large scale event, the City would begin notification efforts (and any parking restrictions that may apply) well in advance of the event. Advance notification efforts would include, but not be limited to:

- City's Cable Channel
- City's Newsletter
- City's Website
- Notification boards - *strategically placed around the city on key major streets*
- Farmers' Market – *notice boards and advance flyers for both customers and farmers*
- Churches on or adjacent to route – *letters detailing event activity & street closures*

FISCAL IMPACT

All City costs and fees will be the responsibility of the LA Marathon. In addition, General Liability insurance in the amount of $2 million dollars naming the City of Beverly Hills as an additional insured would also be provided.

RECOMMENDATION

LA Marathon representatives will be in attendance at the June 16 study session to provide any other updates regarding the 2010 Marathon and to answer any questions that the City Council may have about the proposed event.

If the City Council approves the race route through Beverly Hills for a Sunday in March of 2010, staff will immediately schedule regular meetings with key staff, community groups, City of West Hollywood, and LA Marathon to finalize logistical details, and provide informational updates to the City Council as appropriate.

City Council direction is respectfully requested.

Gisele Grabe

Steve Miller
Approved By

ATTACHMENT F

LA MARATHON

June 3, 2009

Ms. Gisele Grable
Community Services Administrator
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Dear Ms. Grable:

As you requested, I wanted to provide you with some background on our media strategy as well as ideas we have for Beverly Hills-specific revenue-generating promotions.

Planned Media and Communications Outreach

1. Three-hour live television broadcast on KNBC Channel 4
2. Live global webcast on Universal Sports
3. Universal Sports cable broadcast (and multiple rebroadcasts) to 45 million homes
4. Multiple major print outlets cover the event
5. Live radio broadcast on KABC790
6. Social Media—several hundred thousand visits to our Twitter, Facebook, YouTube, and Flickr sites
7. www.lamarathon.com: Comprehensive site with >500,000 visits annually
8. Blog: >15,000 visitors monthly to our blog
9. Print advertising, street marketing, event outreach, and in-store promotion

Community-focused Promotions

Our marketing and community relations staff look forward to working hand-in-hand with the Beverly Hills Conference & Visitors Bureau, Chamber of Commerce, and the Rodeo Drive Committee to create effective promotions that will benefit hotels, restaurants, and retail establishments. Here are some examples:

LA MARATHON LLC • 5200 Sunset Boulevard, Suite 530 • Los Angeles, California 90069 • Tel 310-271-7200 • www.lamarathon.com

1. LAM staff will work with Beverly Hills hotels to secure room blocks for runners and corporate partners. Offers and packages will be posted on the LAM website and promoted via email blasts to our 75,000 registered email addresses. Additionally, our International Travel group will promote local properties to US-based and foreign tour operators and publishers;

2. Working with the City of Beverly Hills, we'll identify establishments that will be promoted via multiple exclusive email blasts to LAM databases;

3. We'll create special offers on our website to drive traffic to local Beverly Hills businesses;

4. We'll build outreach programs with local schools and charities. When possible, we'll integrate our own participants (especially elite athletes) and corporate partners to benefit these programs; and,

5. We'll work with our broadcast partner to identify stories that promote Beverly Hills' participation, e.g. local area runners and/or charities; entertainment proposed for Beverly Hills portion of the route; great places to go and stay while in town for the race, etc.

Again, these are but initial indications of the marketing, communications, and promotional activities we plan to bring to bear to highlight Beverly Hills' participation in the marathon. Please let me know if you have any questions or comments, or if I can clarify anything any further.

Thanks for your continued consideration and support, Gisele; we appreciate it.

Very truly yours,

LA MARATHON LLC

Nick Curl
Race Director

cc: Katie Lichtig

Ms. Gisele Grable
Community Services Administrator
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Ms. Grable:

Thank you for a very productive meeting last month, and for sharing our enthusiasm for a new LA Marathon route that will connect downtown Los Angeles to the Ocean. A "Downtown to the Ocean" route will create an entirely new dimension for the Marathon by going past iconic sites that reflect this region's history, diversity and culture – including Beverly Hills' world-famous retail corridor. We also believe the new route offers significant marketing and economic benefits to the cities that will participate, with minimal impacts on daily city operations.

The following memo outlines the proposed course for consideration by the City, as well as the marketing and economic benefits that can accrue to the City of Beverly Hills.

It is important to note the following:

- This proposed route is for the 2010 Los Angeles Marathon, not 2009.
- This proposal is based on our intent to run the race on a Sunday in March. We envision that the first wheelchair athlete will enter the City of Beverly Hills at approximately 7:40 a.m. followed by the runners 42 minutes later. Based on experiences with this race over the past 20 years, we project that the City of Beverly Hills would be able to open all of its impacted streets no later than 11 a.m.
- All of the City's costs will be reimbursed.
- Emergency access across the race route is ensured, so any requirements for Paramedic, Police or Fire operations while the race is being conducted takes precedence. This ensures unfettered access to either Cedars-Sinai Medical Center or UCLA/Ronald Reagan Medical Center from any location within your jurisdiction.
- The street closure request is for a total of 3 hours and 20 minutes on a Sunday morning in March, or an hour before most of the city's retail stores open for the day.
- Going through the City of Beverly Hills provides new fundraising opportunities for local charities, such as the Beverly Hills Education Foundation.

Our goal is for the new LA Marathon route to have value to the City of Beverly Hills – and to the runners and other stakeholders in this event. We look forward to meeting with you, Steve Miller and representatives from other City departments to discuss this in greater detail as soon as possible.

Course Description

It is our goal to create an iconic marathon course. In doing so, we have outlined what we believe is the best route that would travel through the City of Beverly Hills. The proposed LA Marathon route below defines the streets and directions that will use streets in the City of Beverly Hills (see attached map).

Proposed Route

Streets & Directions

South on San Vicente (West Hollywood jurisdiction) to Santa Monica Blvd, turning right. West on Santa Monica Blvd. to S. Doheny Dr. and turn left. South on Doheny Dr. to Burton Way and turn right. West on Burton Way to Little Santa Monica Blvd. and turn left. West on little Santa Monica Blvd. to Rodeo Drive and turn left. South on Rodeo Dr. to Wilshire Blvd., and turn right. West on Wilshire Blvd. to Little Santa Monica Blvd., and turn left. Continue west on Little Santa Monica Blvd. to the City of Los Angeles jurisdiction.

Timeline

7:40 a.m.	1st Wheelchair athlete enters Beverly Hills jurisdiction
8:22 a.m.	1st Elite runners enter Beverly Hills jurisdiction
11:00 a.m.	Re-open Beverly Hills Streets

Economic impact

The LA Marathon will have a significant positive economic impact on the City of Beverly Hills. Runners from all 50 states and from countries around the globe participate in the LA Marathon each year. To assist with runner recruitment, we recently hired the person who was responsible for securing the 22,000 runners who travel annually to the New York City Marathon. Assuming the course goes through Beverly Hills, many participants will occupy room nights in Beverly Hills hotels and will take advantage of retail and dining opportunities. Also on hand will be thousands of spectators who will not only cheer on the runners, but will also frequent the stores and restaurants in your city. Photos and descriptions of Beverly Hills will be included in marketing materials distributed around the world. We foresee Beverly Hills' inclusion in the LA Marathon as a major attribute to secure participants and their families to come and stay in Beverly Hills.

Television Visibility

The LA Marathon receives major network coverage every year. In 2009 the event will be televised live for 4 hours on KNBC and Telemundo, in addition to a webcast that will be promoted globally through NBC/Universal and the LA Marathon. This broadcast & webcast gives the LA Marathon international coverage on race day and significant promotions in the months leading up to the event. Advertisements and promotions showcase the highlights of the race for months preceding the race. We would plan to

incorporate entertainment stages in the City of Beverly Hills. Planned celebrity appearances at the stages will increase the interest factor for spectators bringing even more potential customers to the city.

We look forward to working with you and other representatives of the City of Beverly Hills to make this great opportunity a reality. Thank you for your time and attention to this request.

Sincerely,

Nick Curl
Race Director

ATTACHMENT 2

LA Marathon – 2010 Proposed Course
City of Beverly Hills

BH
RODEO DRIVE

April 3, 2009

Gisele Grable
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Gisele,

On behalf of the Rodeo Drive Committee, I am writing to express our support of the proposed street closure request from LA Marathon for the 25th Anniversary marathon route in March 2010.

We understand the event will require a street closure of the 200 to 400 blocks of North Rodeo Drive from approximately 5:00 am to 1:00 pm on one Sunday in March (date to be determined).

The Committee believes this event will generate significant national and international publicity and excitement for Rodeo Drive and Beverly Hills.

Respectfully,

Tom Blumenthal

Thomas J. Blumenthal
President
Rodeo Drive Committee