



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 6, 2009  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Rodeo Drive Walk of Style®  
**Attachments:** 1. Letter from the Rodeo Drive Committee

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### **INTRODUCTION**

The Rodeo Drive Committee has scheduled its next Walk of Style for Thursday, October 22, 2009 from 7:30 p.m. to 10:00 p.m. The event, which will be honoring Princess Grace of Monaco and Rodeo Drive retailer Cartier, will be held on the 200 block of North Rodeo Drive.

### **DISCUSSION**

This year's Walk of Style will include a Plaque Unveiling and Awards Ceremony attended by approximately 400 guests, including press, media and celebrities. Prince Albert II of Monaco will accept the award on behalf of his mother, the late Grace Kelly. The CEO of Cartier will accept the award on behalf of Cartier. The evening will conclude with a reception to be held at the Beverly Wilshire Hotel.

Previous Walk of Style honorees have been invited to design and donate an item inspired by Grace Kelly, to be featured in a silent auction. The proceeds will benefit Princess Grace Foundation-USA and Prince Albert II of Monaco Foundation.

### **STREET CLOSURE**

The following information provides details of the proposed street closure:

- The 200 block of North Rodeo Drive from 10:00 p.m. on Wednesday, October 21 to 3:00 a.m. on Friday, October 23 (which includes set-up and breakdown activity).
- A Traffic Control Officer will be on site for the duration of the street closure. Barricades will be placed at the Rodeo/Dayton intersection as well as at Rodeo/Wilshire to ensure safety.

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**MERCHANT NOTIFICATION**

As with any large scale event conducted on Rodeo Drive, a letter of notification will be distributed to all merchants on the 200 through 400 blocks of North Rodeo, as well as merchants on Brighton and Dayton Ways, between Camden and Beverly Drives, notifying them of the upcoming activity. Merchants will have access to their businesses at all times during the set-up.

**FISCAL IMPACT**

All City costs and fees will be the responsibility of the Rodeo Drive Committee. As the City is a co-sponsor of the Walk of Style, the street closure fee will not be charged.

**RECOMMENDATION**

The Walk of Style continues to be a successful event that attracts positive media coverage for the City. Unless the City Council has any questions, staff will administratively approve the Rodeo Drive Committee's street closure request and proceed with the coordination of details for this year's Walk of Style scheduled for Thursday, October 22, 2009 on the 200 block of North Rodeo Drive.

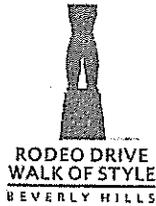
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Gisele Grable



\_\_\_\_\_  
Steve Miller  
Approved By



## ATTACHMENT 1



August 27, 2009

Honorable Nancy Kranse, Mayor  
Honorable Jimmy Delshad, Vice Mayor  
Honorable Barry Brucker, Councilmember  
Honorable William W. Brien, Councilmember  
Honorable John A. Mirisch, Councilmember

Dear Mayor Kranse and City Councilmembers,

On behalf of the Rodeo Drive Committee, we are thrilled to continue our partnership with the City of Beverly Hills on the Rodeo Drive Walk of Style® program. As you know, Princess Grace of Monaco (posthumous) and Cartier will accept the Award in the "celebrity/icon" and "jewelry" categories, respectively, on Thursday, October 22, 2009. The evening will benefit Princess Grace Foundation-USA and Prince Albert II of Monaco Foundation.

Below please find preliminary information regarding the event:

**Event:** Rodeo Drive Walk of Style® honoring Princess Grace of Monaco and Cartier. His Serene Highness Prince Albert II of Monaco will accept the Award on behalf of his mother, the late Grace Kelly.

The evening will feature Guest Arrivals, Press Line, Plaque Unveiling and Awards Ceremony on Rodeo Drive, followed by a Reception at the Beverly Wilshire for approximately 400 guests. In addition, past Walk of Style honorees have been invited to design and donate an item inspired by Grace Kelly, to be featured in a silent auction at the event.

Event Guests will include: City of Beverly Hills, Rodeo Drive Committee, Media, Celebrities and Honorees' guest list.

**Date:** Thursday, October 22, 2009

**Time:** 7:30 p.m. 10 p.m.

**Location:** 200 block N. Rodeo Drive  
Beverly Wilshire, a Four Seasons Hotel

**Street Closure:  
Request** 200 block North Rodeo Drive  
10 p.m. Wednesday, October 21 through 3 a.m. Friday, October 23, 2009

We respectfully request City Council approval on the street closure request for the October 22, 2009 Rodeo Drive Walk of Style®. As always, thank you for your continued support.

Sincerely

Thomas J. Blumenthal  
President  
Rodeo Drive Committee

Peri Ellen Berne  
Co-Chair  
Rodeo Drive Walk of Style®

Susan Moseley  
Co-Chair  
Rodeo Drive Walk of Style®

Cc: Alison Maxwell  
Gisele Grable  
Benita Miller