



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 5, 2010
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Golden Globe Awards Ceremony - 2010

INTRODUCTION

The 67th Annual Golden Globe Awards will be held at the Beverly Hilton Hotel on Sunday, January 17 from 5:00 p.m. to 8:00 p.m. The program will be aired live and broadcast on NBC.

Similar to previous years, the Police Department has met with Golden Globe representatives to determine and establish security measures to ensure the safety of all attendees.

STREET CLOSURES

- North Santa Monica Boulevard will be closed to eastbound and westbound traffic from Wilshire Boulevard to Century Park East from approximately 9:00 a.m. to midnight.
- Whittier Drive will be closed at the Lomitas/Walden intersection for a "checkpoint" area where guests will be pre-screened. Vehicles will then be inspected at an area adjacent to El Rodeo School. Residents will have access to their streets at all times during the 11:00 a.m. to 7:00 p.m. closure.
- Trenton Drive at the Wilshire Boulevard intersection will be closed from 11:00 a.m. to midnight for the staging of emergency Fire vehicles.

PARKING/TRAFFIC ISSUES

Approximately 200 limousines and 250 personal vehicles will arrive at the Hilton Hotel between 2:00 pm. and 5:00 p.m.

- Attendees arriving in personal vehicles and limousines will be instructed to approach the event southbound on Whittier Drive, proceeding onto Merv Griffin Way. Vehicles and limousines will park at an off-site structure in Century City.
- Hotel employees and production staff will park in private parking structures in Century City and be shuttled to the Hotel. The shuttle drop-off will be located in the Hotel cut-out on Wilshire Boulevard.
- Guests invited only to the after-awards parties will self park in Century City and also be shuttled to the Hotel beginning at 8:30 p.m.

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- Designated media will be permitted to stage on the Santa Monica Boulevard sidewalk and in the Hotel parking lot. All other media and press will park at the designated lots in Century City. Press and media are expected to arrive as early as 8:00 a.m. to begin set-up.
- To alleviate traffic congestion around the Beverly Hilton Hotel, "Right Turn Only" signs will be posted on the north end of Carmelita Avenue at Wilshire Boulevard.

At the conclusion of the event and the after-awards parties, limousine and vehicle pick-up will be on Wilshire Boulevard in the cut-out area.

RESIDENT NOTIFICATION

In order to reduce traffic and parking impacts to the surrounding residential neighborhood, the City will post "No Parking" signs from 6:00 a.m. to midnight on the following streets:

- Carmelita, between Wilshire and Walden
- Walden, between Elevado and Carmelita
- Whittier, between Wilshire and Trenton
- Trenton, between Whittier and Wilshire
- Elevado, between Whittier and Walden

The Beverly Hills Police Department will prepare a letter of notification for affected residents which will be distributed by the Beverly Hilton Hotel. Residents without permit parking will be provided with a phone number to contact the Transportation Department to make special parking arrangements for the day of the awards if necessary. A Parking Enforcement Officer will also patrol the surrounding residential streets between the hours of 3:00 p.m. to midnight to monitor parking and traffic activity during the day of the event.

GOLDEN GLOBE POST CELEBRATIONS

After the awards program, the Hotel will be the location of several after-event parties hosted by various Hollywood studios.

FISCAL IMPACT

Dick Clark Productions and the Beverly Hilton Hotel will be responsible for all costs associated with the broadcast of the awards program as well as the traffic and parking plan.

RECOMMENDATION

Police, Fire and Public Works personnel will continue to attend meetings to finalize the Golden Globe Awards traffic and security measures. Community Services Department staff will continue to proceed with the coordination of the logistical details.

Please advise if additional information is required.

Gisele Grable 

Steve Miller 
Approved By