



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 16, 2010
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Beverly Hills Chamber of Commerce's Annual Health, Fitness &
Beauty Expo on Sunday, April 25, 2010
Attachment: 1. Letter from the Beverly Hills Chamber of Commerce

INTRODUCTION

Attached is a letter submitted by the Beverly Hills Chamber of Commerce seeking to hold its 5th Annual Health, Fitness & Beauty Expo on a portion of Civic Center Drive on Sunday, April 25, 2010 from 9 a.m. to 1 p.m.

DISCUSSION

As in previous years, the event will take place in conjunction with and adjacent to the Farmers' Market for the purpose of obtaining greater visibility in the community and attracting Market patrons. Farmers' Market staff is aware of the request and have expressed no concern with holding the two events simultaneously. Over the last four years, it has been a highly successful event.

As proposed, booths will be set up on Civic Center Drive, extending to Third Street. Set-up activities will begin at 4 a.m. The Expo will feature health screenings, fitness experts and beauty specialists. Exhibitors must be members of the Beverly Hills Chamber of Commerce in order to participate in the event.

FISCAL IMPACT

The Beverly Hills Chamber of Commerce will be responsible for all City costs and fees. Also, a Certificate of Insurance in the amount of \$2 million naming the City as an additional insured will be provided by the Chamber.

RECOMMENDATION

Based on the success of this event in previous years and the positive impact to the community, staff will administratively approve the Chamber of Commerce's request for use of Civic Center Drive to hold its Annual Expo on Sunday, April 25, 2010.

Gisele Grable
Approved By 



January 13, 2010

Benita Miller
Special Events Coordinator
City of Beverly Hills
455 N. Rexford Dr. Room G-10
Beverly Hills, CA 90210

Dear Benita,

This letter puts into writing Beverly Hills Chamber of Commerce's request for the use of the block of Civic Center Drive adjacent to the Farmers' Market, for the Beverly Hills Chamber of Commerce 2010 Health, Fitness, and Beauty Expo on Sunday, April 25, 2010 from 4:00 am to 3:00 pm (event times 9:00 am – 1:00 pm).

This is the Chamber's fifth annual Health, Fitness and Beauty Expo, and we are eager to continue the success of this event that benefits both the City and the Chamber by providing a health-conscious event to residents and consumers, while also promoting local businesses that are geared toward advocating healthy lifestyles. We expect at least 5,000 people to attend the event, as it runs consecutively with the Farmers' Market. We will also be conducting extensive marketing and promotion of the event that will increase awareness of the Expo.

Currently, the Expo's schedule is to begin set-up rental equipment at 4:00am, as soon as the street closes for the Farmers' Market, with the set-up completed by 8:30am. We will begin the tear-down process upon the conclusion of the event at 1:00 pm. Our configuration for participants at the Expo calls for booths to be set up on either side of Civic Center Drive, extending to 3rd Street.

The Beverly Hills Chamber of Commerce will comply with all special event rules and regulations required by the City, and is grateful for your consideration of this request. The Chamber looks to make this a recurring event that will be enjoyable, informative, and successful for many years to come.

We are anxious to secure the City's approval of this request as soon as possible, so that we may continue the planning and development of this important event. Please contact the Chamber's Program and Event Manager, Kim Ruggles, at 310-248-1000 ext. 113 or ruggles@beverlyhillschamber.com if you have any questions.

Sincerely,

Daniel C. Walsh
CEO
Beverly Hills Chamber of Commerce