



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 17, 2010
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: The Rodeo Drive Committee's Request Regarding Fashion's
Night Out 2010 Event on Friday, September 10
Attachment: Letter from the Rodeo Drive Committee

INTRODUCTION

Attached is a request submitted by The Donahue Group on behalf of The Rodeo Drive Committee to hold Fashion's Night Out 2010 on the 200, 300 and 400 blocks of North Rodeo Drive on Friday, September 10 from 6 p.m. to 10 p.m.

DISCUSSION

Fashion's Night Out is a global initiative created by Vogue Editor-in-Chief Anna Wintour to celebrate fashion and restore consumer confidence. Rodeo Drive will join other international destinations such as New York, London, Paris, Milan and other major cities on this evening in an effort to help stimulate the industry's economy.

Rodeo Drive is taking the lead for the West Coast efforts for this event, and over 50 Rodeo Drive merchants will participate in the evening's activities by hosting events inside their stores and extending shopping hours. Guests who purchase items that evening will receive two complimentary tickets to ride a Ferris wheel located on the 200 block of Rodeo Drive. Along with the Ferris wheel, a life size Fashion Rules board game will be displayed with celebrities and designers participating in a trivia game. Gourmet lunch trucks will line the 300 and 400 blocks of Rodeo Drive. The closure of the 300 and 400 blocks will also assist in facilitating the visibility of the event as it is open to the public. Press and media are expected to be in attendance.

Fashion's Night Out 2010 will be the subject of a television special set to air on CBS on Wednesday, September 15 featuring celebrities, designers and retailers preparing for the event.

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STREET CLOSURE

The following information provides details of the street closures for this event:

- The 200 block of North Rodeo Drive will be closed from 6 a.m. on Friday, September 10 through 4 a.m. on Saturday, September 11.
- The 300 and 400 blocks of North Rodeo Drive will be closed from 6 p.m. to 11 p.m. *(Please Note: Both Brighton and Dayton Ways will be open to through traffic and include Traffic Control staff in order to assist with traffic flow.)*

MERCHANT NOTIFICATION

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity. *(As mentioned earlier, 50 Rodeo Drive merchants will also be participating.)*

FISCAL IMPACT

As the City is a co-sponsor of Fashion's Night Out 2010, the street closure fee will not be charged (estimated at \$15,000 for a non-City sponsored event). **All** other City costs, including permit costs and personnel fees will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will be responsible for a Certificate of Insurance for \$2 million in General Liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

The Community Services Department has met with Police, Fire and Public Works personnel to review proposed street closure plan and logistical details. The Police Department has indicated that by allowing for through traffic on both Dayton and Brighton Ways, and with the appropriate staffing, the traffic can be effectively monitored. With Police and Fire's review and approval of the event plans, and with the prestige and international publicity generated by this event, staff recommends approval of the request to close Rodeo Drive as outlined above.

If the City Council requires additional information regarding Fashion's Night Out, The Rodeo Drive Committee will have representatives available at the August 17 study session.

City Council direction is respectfully requested regarding the Rodeo Drive Committee's request to close the 200, 300 and 400 blocks of North Rodeo Drive on Friday, September 10, 2010.

Gisele Grable
Approved By 

Attachment 1



August 2, 2010

Benita Miller
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Benita,

On behalf of The Rodeo Drive Committee, we are pleased to announce we will lead West Coast efforts for Fashion's Night Out, from 6-10 p.m. on Friday, September 10, 2010. Fashion's Night Out is a global initiative created by Vogue Editor in Chief Anna Wintour to celebrate fashion and restore consumer confidence. Rodeo Drive will join New York, Mumbai, London, Paris, Milan, Shanghai, Tokyo and many other chic international destinations in this collaborative effort to boost the industry's economy.

The Rodeo Drive celebration will feature a Ferris Wheel on the 200 block of Rodeo Drive, and more than 50 merchants along the street hosting events and activities and extended shopping hours. Guests who make purchases on Rodeo Drive that evening will receive two complimentary tickets to ride the Ferris Wheel. The event will also include a life size Fashion Rules board game - where celebrities and designers will play in a fast paced trivia game built around fashion and style, as well as Los Angeles' famed gourmet food trucks, lining Rodeo Drive. The event is open to the general public.

In order to draw traffic up to the 300 and 400 block retailers, the Committee would also like to close these blocks during the event itself. This will also allow the food trucks to line up against the median strip, and allow for guests to easily cross over from the east and west sides of the street to access all stores. In addition, entertainment may be set up on these blocks to create further excitement throughout the entire street.

The making of Fashion's Night Out 2010 will be the subject of a one-hour prime-time special for CBS Television Network on Wednesday, September 15. Cameras will follow celebrities, designers, editors and retailers as they prepare for the event.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for following street closure:

Friday, September 10, 2010

200 block North Rodeo Drive

6 a.m. Friday, September 10, 2010-4 a.m. Saturday, September 11, 2010

300 & 400 blocks North Rodeo Drive

6 p.m.-11 p.m. Friday, September 10, 2010

If you have any questions, please contact Lisa Miller at The Donahue Group at 323.860.9163 Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Blumenthal". The signature is written in a cursive style with a long horizontal stroke at the end.

Tom Blumenthal
President
Rodeo Drive Committee

Cc: Craig Donahue/Lisa Miller, The Donahue Group