



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 5, 2010  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Beverly Hills Education Foundation's Apple Harvest Faire  
**Attachment:** 1. Letter from the Beverly Hills Education Foundation

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### **INTRODUCTION**

The attached letter was submitted by the Beverly Hills Education Foundation (BHEF) regarding its annual Apple Harvest Faire on Sunday, October 24, 2010 which includes a street closure on Moreno Drive, between Lasky and Durant Drives.

### **DISCUSSION**

This is the fifth consecutive year that BHEF will hold the Apple Harvest Faire on the front lawn of Beverly Hills High School. The event will take place from Noon to 5:00 p.m. and will consist of food booths, a pumpkin patch, a petting zoo, hayrides and live entertainment.

### **STREET CLOSURE**

The following provides details of the street closure for this event:

- Moreno Drive, between Lasky and Durant Drives from 6:30 a.m. to 6:00 p.m. (which includes set-up and breakdown). The closure of Moreno Drive is required to accommodate the hayrides and to facilitate the safety of personnel during set-up and breakdown of event activity.

### **FISCAL IMPACT**

All direct City costs and fees will be the responsibility of BHEF (approximately \$3,600 for personnel costs, equipment, etc.). As the City is a co-sponsor of the event, the street closure fee will not be charged (roughly \$6,000 for a non city-sponsored event at this location). In addition, BHEF will be responsible for a \$2 million general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

**RESIDENT NOTIFICATION**

All residents adjacent to the High School will be provided written notification in advance of the upcoming event and street closure. Residents will have access to their homes via the east end of Lasky, Young, Robbins and Durant Drives.

**RECOMMENDATION**

Based on the success of this event in previous years and the benefit to the City's schools, staff will administratively approve this request and proceed with the coordination of logistics for the Beverly Hills Education Foundation's Apple Harvest Faire on Sunday, October 24, 2010 at Beverly Hills High School.

Gisele Grable



Steven Zoet  
Approved By



# Attachment 1



**BEVERLY HILLS  
EDUCATION  
FOUNDATION**  
255 South Lasky Drive  
Beverly Hills, California 90212  
Phone: 310.557.0651  
Fax: 310.557.1769  
Web: b h e f . o r g

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*Chief Executive Officer*

August 9, 2010

**Benita Miller**  
Community Services  
City of Beverly Hills  
455 North Rexford Drive #G10  
Beverly Hills, CA 90210

Re: Beverly Hills Education Foundation's  
Apple Harvest Faire

Dear Benita,

The Beverly Hills Education Foundation is once again hosting their Fall event, The Apple Harvest Faire, Sunday, October 24, 2010 on the front lawn at Beverly Hills High School from Noon to 5:00 PM. It is going to be a fun-filled day for the entire family with games, fabulous food, a pumpkin patch, entertainment and surprises.

The Beverly Hills Education Foundation is requesting from the City for permission to close the following streets to traffic:

- Moreno Drive, between Lasky Drive and Durant, from 6:30 AM to 6:00 PM
- Placement of barricades at the West end of Lasky, Young, Robbins and Durant during the hours of the event.

All Proceeds benefit our City's public schools.

Thank you for your assistance with this request. If you should have any questions please feel free to contact us at 310-557-0651.

Sincerely,

**Lynda Curland**  
Director of Operations.