



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 15, 2011
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: 9th Annual "Night Before" Academy Awards Event
Attachment: 1. Letter from DreamWorks SKG

INTRODUCTION

On behalf of the Motion Picture & Television Fund (MPTF), DreamWorks SKG is providing information regarding the 9th Annual "Night Before" fundraising event scheduled for Saturday, February 26, 2011 from 8 p.m. to 1:30 a.m. at the Beverly Hills Hotel (see attachment).

As in previous years, the location of the event will be outdoors in the pool area of the Beverly Hills Hotel. Approximately 900 guests, including celebrities and entertainment executives are expected to be in attendance. The event will be closed to all press and media with the exception of a photographer from Variety. Last year's event raised \$6 million dollars for MPTF, which is a charitable organization that offers programs and assistance to entertainment industry individuals in need of healthcare and social services.

DISCUSSION

As was the case last year, the arrival and departure plan for guest vehicles will take place completely on the Hotel property. The east and west sidewalks on Hartford Way, between Lexington and Sunset, the north and south sidewalks of Glen Way, as well as the sidewalk on the north side of Sunset Boulevard from Crescent Drive to Hartford Way will be closed between 7 p.m. to 1:30 a.m. to ensure guest privacy and security.

FISCAL IMPACT

The Motion Picture & Television Fund will be responsible for all City costs and fees and will also provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million.

RECOMMENDATION

Unless the City Council has any questions or concerns, staff will continue to proceed with coordination of all logistical details regarding the 9th Annual "Night Before" Academy Awards party at the Beverly Hills Hotel on Saturday, February 26, 2011.

Gisele Grable

Steve Zoet
Approved By

ATTACHMENT 1



Memorandum

TO: Benita Miller, City of Beverly Hills

cc: Jeffrey Katzenberg
Ken Scherer, Motion Picture & Television Fund
Chip Sullivan, DreamWorks

FROM: Robyn Leuthe

DATE: January 21, 2011

RE: 9th annual Night Before to benefit MPTF - 2/26/11

On behalf of the Motion Picture & Television Fund (MPTF), we appreciate your time and consideration of our below requests, in conjunction with the 9th Annual Night Before event to take place on Saturday, Feb. 26, 2011

Event Background: For the last eight years, the MPTF has hosted the "Night Before" event at the Beverly Hills Hotel, on the evening before the Academy Awards. Attended by approximately 900 guests, last year's event raised 6 million dollars for the Fund, making it one of their most successful fundraisers ever. We were fortunate to have a host committee which included the likes of Nicole Kidman, Jennifer Aniston, Will and Jada Pinkett Smith, Michael Douglas and Catherine Zeta Jones. The event was closed to all press, with the exception of one Variety photographer.

In regards to security, we would like to take precautions by closing some of the area sidewalks as we have done for the past seven years. As you know, the Pool area at the Hotel is in a somewhat vulnerable position.

Sidewalk/Alley Closure Requests: We are requesting the following sidewalk closures. We want to reiterate that the Event Organizers in conjunction with the Hotel will make every effort to ensure that the Valet operation runs smoothly that evening and does not negatively impact any of the residents in that area. Please see our requests below:

- East Sidewalk Closure of Hartford Way from Sunset Blvd. to Glen Way beginning at 7 pm on Saturday, February 26th for security purposes.
- The Alley directly behind the Hotel (a portion of Glen Way) closed to outside traffic from Lexington to Hartford Way.
- North and South Sidewalk Closure of Glen Way between Hartford Way & Oxford Way for security purposes.

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- North Sidewalk closure on Sunset Blvd. Between Hartford Way & Crescent Drive for security purposes and to avoid any paparazzi being able to stage there
- No parking posted on the north side of Sunset Blvd. Between Hartford Way & Crescent Drive for security purposes.
- West Sidewalk closure on Crescent Drive alongside the perimeter of the Beverly Hills Hotel for security purposes.
- BHPD would direct all Hotel guests exiting the Hotel driveway to turn left on Hartford and immediately exit onto Sunset whereas our guests' cars would turn right and exit northbound on Hartford Way.

The Motion Picture & Television Fund will assume responsibility for all fees associated with permitting, sidewalk closures, police, fire, etc.

We appreciate your consideration of our requests and we are available to you, should you have any questions or need anything further.

Thank you.