



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: March 2, 2011
To: Honorable Mayor & City Council
From: Steve Zoet, Director of Community Services *SZ*
Subject: Presentation by Best Events of the 2011 Taste of Beverly Hills
Attachments: 1. None

INTRODUCTION

Johnathan Crocker of Best Events will be providing City Council with an overview of events and activities planned for the 2011 Taste of Beverly Hills. Additionally, Mr. Crocker will be asking City Council for approval to use Roxbury Park as a primary venue to host events as part of the overall celebration. As in 2010, this event is scheduled to occur over the Labor Day weekend. Events are tentatively planned at multiple locations commencing on Friday, September 2 and concluding on Monday, September 5, 2011.

DISCUSSION

City Council will recall the success that the 2010 Taste of Beverly Hills proved to be. Council previously expressed a desire to see the event return to the community again this year. Staff have previously met with Jeff Best, owner of Best Events, and began initial dialog about the 2011 event. Due to the uncertainty about the availability of the 9900 Wilshire property, Mr. Best is looking to alternative options and locations. It is Mr. Best's interest to use Roxbury Park to host this year's main event and additional venues to host smaller complementary events.

Staff has discussed concerns about site impacts such as parking and noise and feels that Mr. Best, with advanced planning, will adequately provide for all needs and be sensitive to adverse impacts that the event may have on the adjoining neighborhood. Sufficient parking is presumed to be available at Beverly Hills High School and adjacent private lots in Century City whom Mr. Best would contract with. As with last year, shuttle services would be provided.

Due to the absence of the 9.02.10 celebration that occurred last year, no live music, fireworks or other loud noise-generating activities would be included in this event thus minimizing intrusive noise impacts into the surrounding community. The only amplification that is anticipated is possibly background music for the enjoyment of guests and to allow guest chefs or speakers the opportunity to address and be heard by small

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groups congregated for demonstrations and select events. Tenting, orientation and other noise-dampening measures would be employed in all areas as appropriate.

FISCAL IMPACT

The City would not incur costs in supporting this privately managed event other than staff time involved in the issuance of permits, attendance at meetings to help plan for and mitigate adverse impacts on the surrounding community and related support functions. Various permit and use fees, along with security deposits and fees to recover expenses associated with public safety personnel present throughout the event would be assessed. Marketing and promotional expenses as well as all costs and risks associated with providing the event would be borne by Best Events. Revenues generated by the events would be retained by Best Events to cover direct costs and generate a profit if applicable. All insurance requirements consistent with the limits set forth by the city and any other forms or agreements as may apply would be required.

RECOMMENDATION

Upon explanation of all functions and events planned for the 2011 Taste of Beverly Hills event provided by Mr. Crocker and the adequate addressing of all questions posed him by City Council, staff recommends that Council approve the use of Roxbury Park as a host site for the 2011 event. Staff feels that Best Events, based on their proven experience and past dealings with the City, in addition to numerous other clients that have been satisfactorily served, will be sensitive to and understand the limitations of the site and will also be respectful of anticipated concerns from the bordering residents such as parking and noise impacts. As previously stated, staff feels that Best Events, which has expressed a desire for a long term relationship with the City in the hosting of this event, will do everything possible to assure a professional, successful event while being mindful of the rights and privileges of the surrounding residential community.

Steve Zoet
Approved By

