



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** April 5, 2011  
**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, May 15, 2011  
**Attachment:** 1. Letter from the Beverly Hills Chamber of Commerce

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### **INTRODUCTION**

The attached letter was submitted by the Beverly Hills Chamber of Commerce seeking to hold its 6th Annual Health, Fitness & Beauty Expo on a portion of Civic Center Drive on Sunday, May 15, 2011 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 as well as attracting Market patrons. Farmers' Market staff is aware of the request and has indicated no concerns over holding the two events simultaneously. Over the last five years, it has been a highly successful event.

As proposed, booths will be set up on Civic Center Drive, extending to Third Street. The set-up activities will begin at 4 a.m. The Chamber 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. In addition, 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 recommends approval of the request. Unless the City Council has any questions or concerns, staff will administratively approve the Chamber of Commerce's request for use of Civic Center Drive to hold its Annual Expo on Sunday, May 15, 2011.

Gisele Grable 

# **Attachment 1**



**BEVERLY HILLS  
CHAMBER OF  
COMMERCE**

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**ATTACHMENT**

February 10, 2011

Benita Miller  
Special Events Coordinator  
City of Beverly Hills  
455 N. Rexford Dr.  
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 2011 Health, Fitness, and Beauty Expo on Sunday, May 15, 2011 from 4:00 am to 3:00 pm (event times 9:00 am – 1:00 pm).

This is the Chamber's sixth 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 3<sup>rd</sup> 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 me at 310-248-1000 ext. 113 or [ruggles@beverlyhillschamber.com](mailto:ruggles@beverlyhillschamber.com) should you have any questions.

Sincerely,

Kim Ruggles  
Program & Event Manager  
Beverly Hills Chamber of Commerce