



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 21, 2011

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Street Closure Request for Gran Fondo USA Bike Ride Event

Attachment:

1. Request from Gran Fondo, USA
2. Letter from the Rodeo Drive Committee
3. Letter from Beverly Hills Conference & Visitors Bureau
4. Maps of Long and Short Routes

INTRODUCTION

The attached letter is a request submitted by Gran Fondo USA seeking to commence its first Gran Fondo bicycling event in Los Angeles County on the 300 and 400 blocks of North Rodeo Drive on the morning of Sunday, June 26, 2011.

A "Gran Fondo" (Big Ride) is a recreational event in the traditional Italian style starting with a large and festive launch, a scenic course, concluding with a festival consisting of food, drink and vendor booths. The Los Angeles County leg is included in a series of amateur cycling events occurring in San Diego, Philadelphia and Miami in 2011. This bike event is a pleasure ride, not a "start to finish" competitive event.

DISCUSSION

The majority of the Gran Fondo activities will occur in the parking lot at 9900 Wilshire Boulevard (previous Robinson's May site). An Expo is scheduled for Saturday, June 25 from 9 a.m. to 6 p.m. The Expo will include rider registration, and feature products and services geared to amateur bicycle riders, but will be free of charge and open to the public. A VIP invitation-only event is also scheduled for that evening from 7 p.m. to 11 p.m.

On Sunday, June 26, the day will begin with a VIP breakfast hosted by Brooks Brothers on Rodeo Drive. Approximately 1,500-2,000 cyclists are expected to participate in the bike ride event beginning at 7 a.m. Cyclists will line up on the 300 and 400 blocks of North Rodeo Drive and proceed northbound, head west on South Santa Monica Boulevard and west on Wilshire Boulevard out of Beverly Hills. Since the ride is not a race, the riders are required to follow the traffic regulations. A short course (a 42 mile *Medio Fondo*) and a long course (an 84 mile *Gran Fondo*) will be available to the riders, but the ride will extend to the ocean (Temescal Canyon Road to Pacific Coast Highway, to Malibu). The majority of the riders is expected to return on a staggered basis between

Honorable Mayor & City Council
Meeting Date: April 21, 2011

3 p.m. to 4 p.m. and anticipated to re-enter Beverly Hills at the west gateway on Sunset Boulevard. Riders will proceed south on Whittier Drive and enter the 9900 Wilshire Boulevard property, where the second day of the Expo will continue from 9 a.m. to 5 p.m. International, national and local press and media are expected to be in attendance.

In addition, the Gran Fondo is one of a number of Italian cultural events and activities within Beverly Hills celebrating Italy's 150th Anniversary of Unification. Both the Rodeo Drive Committee and the Beverly Hills Conference & Visitors Bureau are in support of the Gran Fondo event, and are working with the Italian government and other Italian agencies and companies on various programs celebrating the Italian culture. Some of the other key programs include the Rodeo Drive Concours D'Elegance Automobile Show (June 19); an Italian Film Festival at the Academy of Motion Picture Arts & Science (May/June); and an Italian Baroque Music Festival at Greystone (five concerts in May and June and previously approved by City Council).

STREET CLOSURE

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

- The 300 and 400 blocks of North Rodeo Drive will be closed from 4 a.m. to 9 a.m. on Sunday, June 26.

MERCHANT NOTIFICATION

As with previous large-scale events on North Rodeo Drive, all affected merchants on the 200, 300 and 400 blocks of North Rodeo Drive, Dayton and Brighton Ways, between Camden and Beverly Drives, as well as businesses along South Santa Monica Boulevard will receive advanced notice of the upcoming activity.

As previously mentioned, both the Rodeo Drive Committee, and the Beverly Hills Conference and Visitors Bureau are in support of the event (see Attachments 2 & 3).

FISCAL IMPACT

Gran Fondo USA will be responsible for all of the City's costs and fees. In addition, Gran Fondo USA will be responsible for a Certificate of Insurance of \$2 million in General Liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

Community Services staff have met with the Police Department to review the requested street closures and proposed route. The Police Department has indicated that since the closures occur prior to 9 a.m. on a Sunday morning (when traffic is at its lightest in the Business Triangle, and most merchants do not open until noon if at all) and returning in a staggered fashion obeying traffic laws, they believe the event can be effectively monitored with the appropriate staffing. With the prestige and international publicity generated by this event, and support of key community groups, staff recommends approval of the request to close North Rodeo Drive as outlined above.

City Council direction is respectfully requested regarding Gran Fondo USA's request to close the 300 and 400 blocks of North Rodeo Drive for the Gran Fondo USA Cycling Event on Sunday, June 26, 2011.

Gisele Grable
Approved By 

Attachment 1



April 6, 2011

***Benita Miller
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210***

Dear Benita,

On behalf of Gran Fondo USA, we are pleased to announce and request permission for the First Los Angeles Gran Fondo cycling event to commence and end in Beverly Hills, CA on Sunday, June 26, 2011. The Los Angeles event joins a series of amateur cycling events occurring in San Diego, Philadelphia, and Miami.

The amateur cycling market in the US is experiencing tremendous growth; it is estimated that there are 30 million recreational cyclists, 3 million of whom are avid participants. A "Gran Fondo" is a recreational event in the traditional Italian style with a large group start, beautiful scenic course, relaxed social atmosphere, and exceptional food, amenities and support for the riders. In Italian, this translates to "The Big Ride". This is a pleasure ride, not a competitive event.

The event will kick off with Rider Registration and Expo on Saturday, June 25th in the 9900 Wilshire Blvd. Parking lot (across from the Beverly Hilton Hotel). GRAN FONDO participants can come to that location from 9am-6pm to get signed up for the RIDE, pick up their entry packet and rider number and enjoy a Cyclists's Expo featuring products and services that would appeal to amateur riders. The Expo portion of the event is free and open to the public that day. There will be a fee to sign up and participate in the bike ride on Sunday. There are plans for some tasty Italian cuisine to be available for sale that day as well and possibly wine tastings in the VIP Area during the day.

A VIP event is planned that Sat evening from 7pm-11pm in the garden area off of the lower level parking garage at 9900 Wilshire Blvd. This will be an invitation only event.

The actual bike ride event will kick off at 7am sharp on Sun. June 26th starting at the North end of the 400 block of Rodeo Drive and Little Santa Monica. Cyclists will line up in the 300 and 400 blocks of Rodeo Dr to begin the ride. Ferraris and Ducatis will lead a controlled start procession taking the Cyclists North and then West onto Big Santa Monica to Wilshire turning them to head West towards the Ocean. There will be a choice for riders of a short course and a long course.

A VIP breakfast event will be hosted by Brooks Brothers at their upstairs balcony location overlooking the start line at the North end of the 400 block.

GranFondoUSA
www.granfondousa.com - info@granfondousa.com



Cyclists with either course will eventually end up re-entering the Beverly Hills city limits along Sunset Boulevard, proceeding south on Whittier Drive, and enter straight onto the 9900 Wilshire Blvd. property.

The Cyclists Expo will continue on for a 2nd day from 9am to 5pm and a lively Pasta Party will reload all returning ride participants carb levels. Plans for a Wine/Beer Garden area are also in the works along with Bike demonstrations. An Award ceremony will take place sometime in the later afternoon based on when the bulk of the riders have returned to the Finish Line which is estimated to be around 3-4pm.

The current list of sponsors for this event are as follows:

Colnago
Campagnolo
Alitalia
Gaerne
FSA
Fulcrum
Cuore Italiano
Italy Bike Hotels
Il Borro Winery
Castiglione del Bosco Winery
Villa Sandi Winery
Maxxis
Prologo
Il Palagetto Winery

The Gran Fondo Los Angeles in its premier year in Los Angeles will be publicized to draw local, regional and national media and spectators. We will also have several journalists from Italy coming to cover the event. In addition, a week long (June 20-26 2011) banner program on Rodeo Drive is proposed to promote the event; preliminary artwork is forthcoming for the Beverly Hills Communication Office's review and approval.

The Gran Fondo Los Angeles event respectfully requests the support of Beverly Hills City Council for the following street closures:

300 Block N. Rodeo Drive
4a.m – 9 a.m. Sunday, June 26, 2011

400 Block N. Rodeo Drive
4 a.m.– 9 a.m. Sunday, June 26, 2011



The Grand Fondo Los Angeles in its first year hopes to attract thousands of local cyclists enthusiasts and their families as well as national and international cycling enthusiasts in a quickly growing amateur sport. We do hope to attract some local visitors and shoppers to the 9900 Wilshire Blvd Event venue. We respectfully request support for the proposed street closures and the overall event.

Thank you for your consideration.

Sincerely,

Matteo Gerevini
Managing Partner
Gran Fondo USA



Attachment-Schedule of Anticipated Events for Gran Fondo Los Angeles and Estimated Attendance

Estimated Guest count of 300-500 on Saturday, June 25th and 1500-2000 for Sunday Bike Ride and Festivities at 9900 Wilshire Blvd. BH

Approximate event hrs at each location:

6/24-Event and Expo Load-in 9900 Wilshire Blvd. 6am-10pm

6/25-Expo Hrs and Bike Ride Registrations 9am-5pm

6/25-Pasta Tent -Appetizers only 12noon-5pm for sale to public-*tentative*

6/25-VIP Area at 9900 Wilshire Open during day from 10am-5pm

6/25 VIP Private Evening Event for 100-200 guests 7pm-11pm

6/26-Sound, Stage, Bike Repair Tent, Medic Tent set up 4:00am-6:00am

6/26 Bike Ride Registrations 5am-6:45am at 9900 Wilshire

6/26-Bike Ride Line-up and Official Start of Ride On 300 and 400 blocks of Rodeo Dr.
6am-7:15am

6/26-VIP Coffee/Breakfast at Brooks Brothers 6:30am-9am

6/26-Expo Hrs. at Wilshire Lot 9am-5pm

6/26-VIP Area Open at Wilshire Lot 9am-5pm

6/26-Pasta Party at Wilshire Lot-Full Meal 11am-5pm

6/26-Event Load out 5pm-12 midnight

6/27-Final Parking Lot Clean up and Trash Removal- 5am-10am

Attachment 2



April 1, 2011

Mayor Barry Brucker and the
Beverly Hills City Council
435 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Brucker and Members of the City Council:

The Rodeo Drive Committee is pleased to support the Gran Fondo's request for street closure of Rodeo Drive on Sunday, June 26 as the grand finale of the 150th Anniversary of Italy's Unification celebrations in Beverly Hills.

The Gran Fondos in San Diego and Philadelphia have been met with great success with over 2,000 riders attending each event. We are honored that they have chosen Rodeo Drive and Beverly Hills as the location. The event should bring room nights, restaurant visits, shoppers and parking revenue to the city with an expected 1500 racers and their supporters from throughout California and the US. In addition, the event will generate great enthusiasm and excitement through the media for Beverly Hills. As you may know, many Beverly Hills residents are avid cyclists as well.

The race is planned for 7 am in the morning and should not conflict with any of our business activities which usually begin at 12 noon.

Please let us know if you have any questions.

Best regards,

A handwritten signature in black ink that reads 'Tom Blumenthal'.

Tom Blumenthal
President
Rodeo Drive Committee

cc: Craig Donahue

Attachment 3



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

ATTACHMENT 3

April 12, 2011

Mayor Barry Brucker and the
Beverly Hills City Council
435 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Brucker and Members of the City Council:

Beverly Hills Conference and Visitors Bureau (BHCVB) is pleased to support the Gran Fondo's request for street closures in Beverly Hills on Sunday, June 26 as the grand finale of *Italian Week* in Beverly Hills.

The BHCVB will be working closely with the Gran Fondo team to promote the event along with other activities transpiring during *Italian Week* to build awareness and generate traffic into Beverly Hills. Additionally, the Gran Fondo has agreed to work with BHCVB to provide opportunities for local businesses to showcase their services during the Gran Fondo Expo which will be held at the 9900 Wilshire parking lot on July 25th and 26th.

Please let us know if you have any questions.

Best regards,

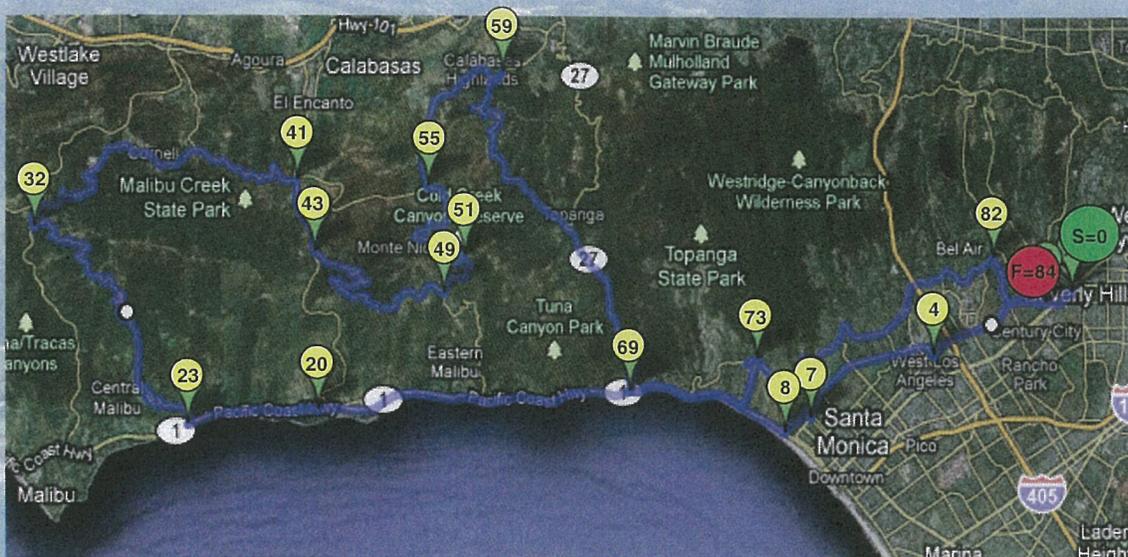
Julie Wagner
Acting Executive Director
Beverly Hills Conference and Visitors Bureau

cc: Ali Kasikci
Bill Wiley

Attachment 4



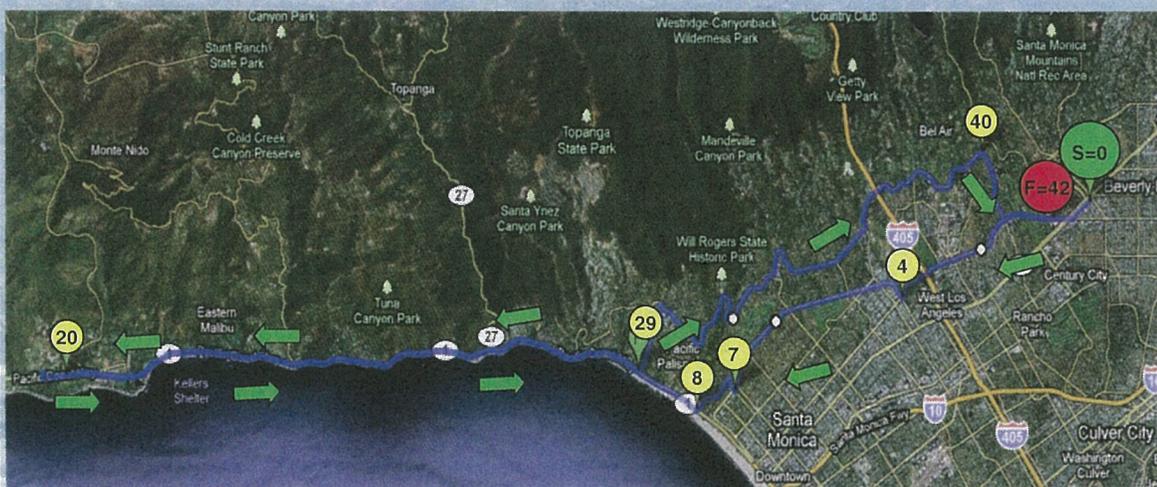
Long Course - Entire Route:



32 = Mileage Markers



Short Course - Entire Route:



Mirrors Long Course but avoids climbing in Santa Monica Mountains, turning around at a Rider Hospitality Aid Station at Pepperdine University