



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 on behalf of Best Events
Attachment: 1. Letter from Best Events
2. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter is a formal request submitted by Best Events seeking to hold a portion of *The Taste* on the 200, 300 and 400 blocks of North Rodeo Drive on Sunday, September 4, 2011 from 10 a.m. to 2 p.m.

DISCUSSION

As proposed, *The Taste* includes a 4-day food and wine festival that will occur in three separate venues, each with a specific theme. The festival would begin at 9900 Wilshire Boulevard (the former Robinsons-May site) on Friday, September 2 with an evening event from 7 p.m. – 10 p.m. and continue on Saturday, September 3 from 11 a.m. – 3 p.m. The festival will feature restaurant samplings from renowned chefs and restaurants.

The Rodeo Drive portion of the event would be scheduled on Sunday, September 4 and entitled "*Fashion Bites Brunch*" and will feature a "white party" theme of "white" oriented food and drink.

The final element would be scheduled for Monday, September 5 and would include a less formal daytime program with a community, family-oriented, outdoor picnic proposed for La Cienega Park. (*Over the years, the City has previously and successfully conducted other large-scale community events at La Cienega Park, such as the annual Halloween Carnivals, outdoor film screenings, etc.*)

Best Events is in the process of determining entertainment options, celebrity involvement and other key elements for the entire program.

STREET CLOSURE

The following information provides details of the proposed street closures for the Rodeo Drive portion of the festival:

From 7 p.m. on Saturday, September 3 through 7 a.m. on Monday, September 5

- The 200, 300 and 400 blocks of North Rodeo Drive
- Brighton and Dayton Ways, between the alleys east and west of Rodeo Drive

The City's parking structure at 9510 Brighton Way, as well as Two Rodeo's parking structure will remain accessible for public parking throughout the day. All merchants will have access to their businesses via the alleys east and west of Rodeo Drive.

MERCHANT NOTIFICATION

As with previous large-scale events on 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, would receive advanced notice of the upcoming activity.

The Rodeo Drive Committee has expressed its support of the event.

FISCAL IMPACT

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

RECOMMENDATION

Community Services staff has met with Best Events and members of the City Council sub-committee to preliminarily discuss the proposed event. Based on the support of the Rodeo Drive Committee, and success of last year's Taste of Beverly Hills, staff recommends approval of the request to close Rodeo Drive as outlined above.

City Council direction is respectfully requested regarding Best Event's request to close the 200, 300 and 400 blocks of North Rodeo Drive for *The Taste* on Sunday, September 4, 2011.

Gisele Grable 

Steve Zoet 
Approved By

Attachment 1



best events

April 7, 2011

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

Dear Ms. Miller,

This letter is to serve as a formal request for an upcoming event we are producing: The Taste, a 4-day food & wine festival in Beverly Hills. The proposed locations are the 9900 Wilshire parking lot, Rodeo Drive and La Cienega Park. Below lists dates and times we propose using each venue:

9900 Wilshire

Friday, September 2, 2011 7:00pm – 10:00pm
Saturday, September 3, 2011 11:00am – 3:00pm

Rodeo Drive

Sunday, September 4, 2011 10:00am – 2:00pm
**see details below*

La Cienega Park

Monday, September 4, 2011 3:00pm – 7:00pm (TBD)

Rodeo Drive Event Details:

We are very excited that The Rodeo Drive Committee has supported our request to close Rodeo Drive to allow us to hold the Rodeo Drive portion of our festival on their iconic street. The event will be Sunday, September 4, 2011 and is a food and wine street fair for approximately 2500 guests.

We are respectfully requesting the support of the Beverly Hills City Council for the following closures:

- N. Rodeo Drive from Wilshire Blvd. to Santa Monica from September 3rd, 2011 at 7:00pm through September 5th, 2011 at 7:00am
- Brighton Way from N. Camden Drive to N. Beverly Drive from September 3rd, 2011 at 7:00pm through September 5th, 2011 at 7:00am. We will NOT block access to the parking garage entrance on Brighton Way
- Dayton Way from N. Camden Drive to N. Beverly Drive on September 3rd, 2011 at 7:00pm through September 5th, 2011 at 7:00am

Our proposed event production schedule is as follows:

Load-in: September 3rd at 7:00pm through September 4th at 10:00am Load in

Event: September 4th at 10:00am – 2:00pm

Load-out: September 4th at 2:00pm through September 5th at 7:00am

All streets reopened: September 5th at 7:00am



best events

As The Taste will attract thousands of visitors and shoppers to the Golden Triangle, we respectfully request support for the above proposed street closures.

Thank you in advance for your consideration of this event. We look forward to hearing back from you. If you have any additional questions regarding this request, please feel free to reach me at the contact info below.

Best,

Justin Cohen
Director of Special Projects
Best Events
314 N. Vista Street
Los Angeles, CA 90036
323-857-5577 (office)
310-625-6235 (cell)
justin@besteventsla.com

Attachment 2



P.O. BOX 853 BEVERLY HILLS, CA 90213
PH 310.858.6100

April 7, 2011

Mayor Barry Brucker and Councilmembers
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Brucker and Councilmembers.

Please accept this letter as official confirmation that the Rodeo Drive Committee has voted in support of partnering with the *Los Angeles Times* | *Food & Wine's*, *THE TASTE*, and their request for a street closure for two events on Sunday, September 4, 2011 – 'Fashion Bites Brunch' and a 'White Party'.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Tom Blumenthal', with a horizontal line extending to the right.

Tom Blumenthal
President
Rodeo Drive Committee

cc: Craig Donahue