



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 20, 2011
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Beverly Hills Education Foundation's Apple Harvest Faire
Attachment: 1. Letter from the Beverly Hills Education Foundation

INTRODUCTION

The attached letter was submitted by the Beverly Hills Education Foundation (BHEF) regarding its annual Apple Harvest Faire on Sunday, October 23, 2011 which includes a street closure on Moreno Drive, between Lasky and Durant Drives.

DISCUSSION

This is the sixth consecutive year that BHEF will hold the Apple Harvest Faire on the front lawn of Beverly Hills High School. The event will take place from Noon to 5:00 p.m. and will consist of food booths, children's rides and live entertainment.

STREET CLOSURE

The following provides details of the street closure for this event:

- Moreno Drive, between Lasky and Durant Drives from 6:30 a.m. to 6:00 p.m.
The closure of Moreno Drive is required to accommodate the children's rides and to facilitate the safety of participants during the event, and including the set-up and breakdown activities.

FISCAL IMPACT

All direct City costs and fees will be the responsibility of BHEF (approximately \$3,600 for personnel costs, equipment, etc.). As the City is a co-sponsor of the event, the street closure fee will not be charged (roughly \$6,000 for a non city-sponsored event at this location). In addition, BHEF will be responsible for a \$2 million general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

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RESIDENT NOTIFICATION

All residents adjacent to the High School will be provided written notification in advance of the upcoming event and street closure. Residents will have access to their homes via the east end of Young, Robbins, Durant and Lasky Drives.

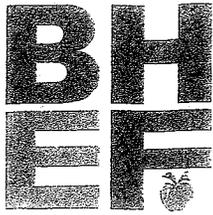
RECOMMENDATION

Unless the City Council has any questions, based on the success of this event in previous years and the benefit to the City's schools, staff will administratively approve this request and proceed with the coordination of logistics for the Beverly Hills Education Foundation's Apple Harvest Faire on Sunday, October 23, 2011 at Beverly Hills High School.

Gisele Grable



Attachment 1



BEVERLY HILLS
EDUCATION
FOUNDATION
255 South Lasky Drive
Beverly Hills, California 90212
Phone: 310.557.0651
Fax: 310.557.1769
Web: b h e f . o r g

ATTACHMENT

Funding A World Class Education

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Devorah Hankin
Chief Executive Officer

July 14, 2011

Benita Miller
Community Services
City of Beverly Hills
455 North Rexford Drive #G10
Beverly Hills, CA 90210

Re: Beverly Hills Education Foundation's
Apple Harvest Faire

Dear Benita,

The Beverly Hills Education Foundation is once again hosting their Fall event, The Apple Harvest Faire, Sunday, October 23, 2011 on the front lawn at Beverly Hills High School from Noon to 5:00 PM. It is going to be a fun-filled day for the entire family with games, fabulous food, a pumpkin patch, entertainment and surprises.

The Beverly Hills Education Foundation is requesting from the City for permission to close the following streets to traffic:

- Moreno Drive, between Lasky Drive and Durant, from 6:30 AM to 6:00 PM
- Placement of barricades at the West end of Lasky, Young, Robbins and Durant during the hours of the event.

All Proceeds benefit our City's public schools.

Thank you for your assistance with this request. If you should have any questions please feel free to contact us at 310-557-0651.

Sincerely,

Lynda Curland
Director of Operations.