



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 27, 2011

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Gran Fondo USA Bike Ride Event

Attachment:

1. Request from Gran Fondo, USA
2. Letter from Beverly Hills Conference & Visitors Bureau
3. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter is a request submitted by Gran Fondo USA seeking to once again conduct another Gran Fondo bicycling event in Los Angeles County with a kick-off from the 300 and 400 blocks of North Rodeo Drive on the morning of Sunday, June 24, 2012 (one week after Father's Day). For 2012, in addition to Rodeo Drive, Gran Fondo is also seeking to close the 400 block of North Crescent Drive adjacent to City Hall in order to conclude their bike event and to hold its Expo activities.

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. This bike event is a pleasure ride, not a "start to finish" competitive event, and the 2011 event from Beverly Hills to the Santa Monica Mountains and back was a well-received program that included over 1,300 riders, and support from the local community.

DISCUSSION

The 2011 Gran Fondo event (which occurred on Sunday, June 26), was very successful, and began with a VIP breakfast hosted by Brooks Brothers on Rodeo Drive. By 7 a.m., over 1,300 cyclists lined the 300 and 400 blocks of North Rodeo Drive and proceeded northbound, headed west on North Santa Monica Boulevard and west on Wilshire Boulevard out of Beverly Hills. By 9 a.m., the cyclists were all on route, and Rodeo Drive was reopened. Since the ride is not a race, the riders were and are required to follow all applicable traffic regulations. A short course (a 42 mile *Medio Fondo*) and a long course (an 84 mile *Gran Fondo*) was available to the riders, but the ride extended to the ocean (Temescal Canyon Road to Pacific Coast Highway, to Malibu). The majority of the riders returned on a staggered basis between 3 p.m. to 4 p.m. and re-entered

Beverly Hills along the west gateway on Wilshire Boulevard, and rode into the 9900 Wilshire Boulevard property (previous Robinsons-May site). International and local press and media were also in attendance.

Although the route may vary slightly outside of Beverly Hills in 2012, Gran Fondo is seeking to again begin the ride from Rodeo Drive with similar logistics. In addition, they also seek to close the 400 block of North Crescent Drive, adjacent to City Hall, where they would set up the finish line, and also include Expo activities from approximately 9 a.m. to 5 p.m. Prior to the day of the ride (potentially Saturday, June 23 from 9 a.m. to 6 p.m.), they would also like to request use of the Crescent side (lawn and courtyards) of City Hall for some Expo activities that would include rider registration, and booths featuring products and services geared to amateur bicycle riders, and which would be free of charge and open to the public. *(Also, depending on space requirements, they may also need additional space, and staff will have alternate areas to propose, such as the Palm Court, Beverly Gardens Park, Civic Center Plaza, depending on the need and/or activity.)*

Both the Rodeo Drive Committee (RDC) and the Beverly Hills Conference & Visitors Bureau (BHCVB) were in support of the Gran Fondo event, and are also in support of a 2012 event (see Attachments 2 and 3). Both agencies were pleased by the success of the event. The RDC and BHCVB worked closely with Gran Fondo, and not only assisted with the promotion and marketing of the event but BHCVB was also a co-sponsor that provided financial support. The Beverly Hilton Hotel was the Official Hotel of the 2011 event, and Gran Fondo also featured 4 other Beverly Hills hotels, and 11 Beverly Hills restaurants on its website and marketing materials.

In 2011, the Rodeo Drive Concours D'Elegance Automobile Show was held on Father's Day and was one of numerous events and programs that celebrated Italian Culture. As the Concours will again occur on Father's Day, June 17, 2012, there can also be opportunities for another week of activities and events concluding with the Gran Fondo. Even if an Italian Week may not be feasible for a second year in a row, Gran Fondo has indicated that they are open to other options/ideas and would work again with the RDC and BHCVB to determine the best theme and focus for 2012.

In addition to seeking approval for the event in Beverly Hills for 2012, Gran Fondo is also seeking to conduct the bike ride at the same locations for both 2013 and 2014. Because of the success, international and local media, positive impacts to the commercial district and local merchants, both the RDC and BHCVB have indicated that they would also be supportive for future years. Although the BHCVB in particular is not in a position to pledge any financial support for future years, and would need to investigate where this event could possibly fit within its budget for a given year, they still have expressed support of the event occurring in the future. With the future success of the event occurring in part, in a new location and with an increased participation rate, these factors will assist in determining future local sponsorships.

STREET CLOSURE

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

- The 300 and 400 blocks of North Rodeo Drive would be closed from 4 a.m. to 9 a.m. on Sunday, June 24.
- The 400 block of North Crescent Drive from 4 a.m. to 8 p.m.

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 would receive advanced notice of the upcoming activity. In addition, the 300 and 500 blocks of North Crescent Drive would also be notified.

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

FISCAL IMPACT

In 2011, Gran Fondo USA was responsible for all of the City's costs and fees of approximately \$14,000. In addition, the BHCVB provided sponsorship of \$8,000. *(The average registration fee was \$125/rider and a VIP rate of \$400/rider was also available and included extra benefits.)*

Since the event in 2012 would also include an additional (and longer time period) street closure of Crescent Drive, and the use of City Hall property, the preliminary cost of permits and fees are roughly estimated at \$25,000 (including approximately \$14,000 in street closure and City property rental fees).

As mentioned previously, the BHCVB is hesitant to commit any funding for future years, but is currently evaluating this event and whether it can be accommodated within its current budget.

If the City Council is interested in co-sponsoring this event for 2012, Gran Fondo has indicated that the City's logo/shield could also be utilized, as well as the possibility of incorporating the Beverly Hills name within its event title.

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

If and when City Council approval is received, Community Services staff will meet again with the Police Department to review the requested street closures and proposed route. Since the cyclists are required to obey all traffic regulations, and are intermittently returning to the finish line, preliminary discussions have occurred with the possibility of moving the return route to Santa Monica Boulevard (if the finish line is to be on Crescent Drive). Once staff meets with the Police Department (and any other Departments as necessary such as Fire and Community Development/Building & Safety) and the

logistical details are finalized, staff would provide an update to the City Council at that time.

The Police Department has indicated that since the closures on Rodeo Drive 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 the fact that the cyclists are 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 and North Crescent 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;
- to close the 400 block of North Crescent Drive;
- to utilize the available space adjacent to City Hall on Crescent (with approval from Fire and Building & Safety);
- for City sponsorship (and to what degree/amount);
- to conduct the Gran Fondo USA Cycling Event on Sunday, June 24, 2012; and
- to conduct the event the following two years on June 23, 2013 and June 22, 2014.

Staff will be available to answer questions and Daniela Puglielli with Gran Fondo USA will also be in attendance to provide additional information regarding the event.

Gisele Grable

Steven Zoet
Approved By

Attachment 1



Mr. Jeffrey C. Kolin
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
jkolin@beverlyhills.org

c/c
Mrs. Gisele Grable
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
ggrable@beverlyhills.org

c/c
Mrs. Julia Wagner
Visitor and Convention Bureau
Via tal dei tali
344 fanculo
Beverly hills
jwagner@of.it

Object: Gran Fondo Colnago Los Angeles

Dear Jeff,

first of all thank you for the support and help we had from the city of Beverly Hills and Conference Bureau and Visitour, which allowed us to organize a very successful event.

Our idea of organizing an amateur cycling event with start and finish in the world's most exclusive neighborhood was initially viewed with skepticism by all. But I was sure that as soon as was seen the spectacle of Rodeo Drive full of cyclists, everyone would have understood that it could become a great promotional spot for the city.

As we already discussed during our meeting after the event, I will be very happy that this Gran Fondo can become a "classic" event for Beverly Hills for the next years, and bring more and more business to the local activities with the participation of thousands of riders. We will probably keep the number controlled around 2.500/3.000 participants, in order to guarantee a high class event and create a whole week-end of events related to the Gran Fondo, to motivate our participants to spend more days in Beverly Hills.

If the "Italian week concept" will stay also for next year (and I'm sure that can be a great success again) it will be perfect to fit inside some activities for our participants (wine tasting, food, fashion...), that can attract our participants. If we have the opportunity to work together in the following yeas, I will be happy to promote the whole italian week also here in Italy and be more proactive in the organization, to attract more tourists and also commercial partner.



In order for me to proceed and start to prepare the 2012 event, I'd like to finalize some details with you:

- I'd like to have the date of the event locked for the next three years: we would like to keep the same day as this year (week-end after father's day), that means that the dates will be:
 - June 24, 2012
 - June 23, 2013
 - June 22, 2014
- I need to be sure that we can use a different area for the finish line (9900 Wilshire cannot be available in the future, and we would like to be more central in the city), and probably the new area close to the City Hall that you have presented me could be perfect;
- I'd like to understand what kind of support we can have from the City or the Visitor Bureau, especially regarding all the permission and costs related with the organization of the event, that this year was quite expensive for us;
- we need to be sure that we can start from Rodeo Drive every year: the start is one of the key of the event, and for all the participants the start in Rodeo Drive is a real great and unique experience.

I'm totally open to discuss different kind of participation and promotion from the City of Beverly Hills and from the Visitor Bureau, including the possibility to add the name BEVERLY HILLS in the logo and name of the event.

As I said before, we are looking for a long term positive relation with all the different entities in Beverly Hills, because we are sure that if we have time to promote and create an event that goes better and better every year, it will become a great promotional tool for the city, and it will helps also Beverly Hills to be define as a "bike friendly city".

Please feel free to contact me for any further information you may need

Regards

Matteo Gerevini

Attachment 2



September 19, 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:

As a direct result of the success achieved from Gran Fondo's inaugural event on June 26 2011, Beverly Hills Conference and Visitors Bureau (BHCVB) is pleased to support their request for the annual repetition of the event for the next three years: June 24, 2012, June 23, 2013, and June 22, 2014.

BHCVB will be working closely with the Gran Fondo team to promote the event to build awareness and generate traffic into Beverly Hills. We will also ask that Gran Fondo work with BHCVB to provide opportunities for local businesses to showcase their services during the Gran Fondo Expo which is traditionally held the day before and the day of the event.

At this time, BHCVB cannot commit to sponsorship dollars, however we will evaluate this possibility and prepare a formal recommendation once the Board of Directors has had an opportunity to review.

Please let us know if you have any questions.

Best regards,

Julie Wagner
Acting Executive Director
Beverly Hills Conference and Visitors Bureau

cc: Bill Wiley
Offer Nissenbaum

Attachment 3



1463 TAMARIND AVE., HOLLYWOOD, CA 90028
PH 310.858.6100

August 29, 2011

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

Dear Mayor Barry Brucker and Members of the City Council:

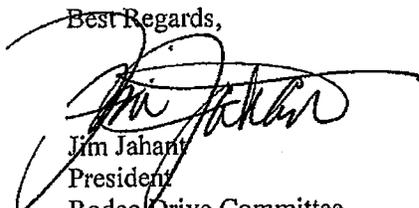
The Rodeo Drive Committee is pleased to support the Grand Fondo's request for street closure of Rodeo Drive on Sunday, June 24th 2012.

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 the 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 7am 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,



Jim Jahant
President
Rodeo Drive Committee

cc: Craig Donahue