



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** June 7, 2012  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Rodeo Drive Concours d'Elegance Car Show  
**Attachment:** 1. Letter from the Rodeo Drive Committee

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### **INTRODUCTION**

The attached letter was submitted by The Rodeo Drive Committee providing information regarding its 15<sup>th</sup> Annual Concours d'Elegance Car Show on the 200, 300 and 400 blocks of North Rodeo Drive and a portion of Brighton Way on Father's Day, Sunday, June 17, 2012 from 10 a.m. to 4 p.m.

### **DISCUSSION**

"The British Are Coming!" will be the theme for 2012, and the Aston Martin will be showcased. British vintage and racing cars as well as motorcycles will be featured and include Bentleys, Jaguars and Rolls Royces. In addition to the car displays, the event will also include a car awards presentation, sponsor booths and refreshments.

The event will be highly publicized and is anticipated to draw local and national press/media as well as a large number of spectators (attendance is estimated at 20,000+). (The Rodeo Drive Concours d'Elegance has been named one of the "Unmissable Events & Festivals Around the World" by travel publisher Frommer's.) In addition, the Rodeo Drive Committee is working on a proposed promotional banner campaign.

### **STREET CLOSURES**

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

- 200, 300 and 400 blocks of North Rodeo Drive  
Closed from 11 p.m. on Saturday, June 16 through 8 p.m. on Sunday, June 17
- Brighton Way, east of 9510 Brighton Way parking structure to Beverly Drive  
Closed from 11 p.m. on Saturday, June 16 through 8 p.m. on Sunday, June 17
- Dayton Way, between the alleys east and west of Rodeo Drive  
Closed from 5 a.m. through 5 p.m. on Sunday, June 17

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

**MERCHANT AND RESIDENT NOTIFICATION**

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity.

The churches located on Santa Monica Boulevard will be provided a letter detailing the event activity and street closures. Residents adjacent to the churches will also be notified in advance of the planned activity and informed that if any special parking arrangements are required, they can contact the Transportation Department prior to the event if necessary.

**FISCAL IMPACT**

As the City is a co-sponsor of the Concours d'Elegance, the street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

**RECOMMENDATION**

Over the years, the Concours d'Elegance Car Show has been a successful event that consistently attracts positive local and national media coverage and is always well attended. Based on the previous success of this annual event that is free and open to the general public, and which also provides a positive impact to the local community, and unless the City Council has any concerns, staff will administratively approve the Rodeo Drive Committee's request to close the streets as outlined above for the Sunday, June 17 Rodeo Drive Concours d'Elegance Car Show.

Please advise if additional information is required.

Gisele Grable  
Approved By 

# **Attachment 1**



Benita Miller and Scott Lipke  
 City of Beverly Hills  
 455 North Rexford Drive  
 Beverly Hills, CA 90210

May 16, 2012

Dear Benita and Scott,

On behalf of the Rodeo Drive Committee, we are pleased to announce the Committee will once again present the Rodeo Drive Concours d'Elegance on Sunday, June 17, 2012. This year's event, entitled "The British are Coming", will be held on the 200, 300, and 400 blocks of North Rodeo Drive, along with Brighton Way from 10 a.m.-4 p.m., and will be free and open to the general public. As usual, this event is being sponsored by the City of Beverly Hills.

The event will include a display of over 100 exquisite automobiles featuring one-of-a-kind custom cars, sponsor booths and several food trucks. The Concours d'Elegance will be highly publicized to draw local, regional and national media and spectators. In addition, a three-week (June 1- 18, 2012) banner program on Rodeo Drive is proposed to promote the event; preliminary artwork is forthcoming for City Council review and approval.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for the following street closures:

200, 300 and 400 Blocks of N. Rodeo Drive  
 11 p.m. Saturday, June 16 - 8 p.m. Sunday, June 17, 2012

Brighton Way  
 between 9510 Brighton Way Parking Structure and East of Rodeo Drive to Beverly Drive  
 11 p.m. Saturday June 16 - 8 p.m. Sunday, June 17, 2012

Dayton Way  
 between the alleys East and West of Rodeo Drive, (leaving access to 2 Rodeo Parking Structure  
 5 a.m. Saturday, June 16 - 5 p.m. Sunday, June 17, 2012

As the Rodeo Drive Concours d'Elegance will attract thousands of visitors and shoppers to the Golden Triangle, we respectfully request support for the proposed street closure.

Thank you for your consideration.

Sincerely,

Jim Jahant, President  
 Rodeo Drive Committee

cc: Gisele Grable, City of Beverly Hills  
 Craig Donahue & Ann Friday, The Donahue Group