



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 11, 2012
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: *Ice Cream Sundays on Rodeo Drive*
Attachment: 1. Information from the Rodeo Drive Committee

INTRODUCTION

Attached is information submitted by The Donahue Group on behalf of the Rodeo Drive Committee regarding *Ice Cream Sundays On Rodeo Drive* to be held at various locations on the 200-400 blocks of North Rodeo Drive on Sundays, September 16, 23 and 30 from noon to 5 p.m.

DISCUSSION

The *Ice Cream Sundays on Rodeo Drive* events will be a celebration of the 120th anniversary of the ice cream sundae, created in Ithaca, New York in 1892. Rodeo Drive retailers will be offering their customers vouchers to obtain free ice cream with proof of purchase. On the 300 and 400 blocks of Rodeo Drive, vendors will be providing gourmet ice cream, Italian ice, frozen yogurt and gelato to the customers with vouchers (or can be purchased directly by the general public). Café chairs and tables will also be temporarily set up in various locations on the sidewalks.

Each Sunday, a special celebration will occur at the lower end of Via Rodeo at Two Rodeo. September 16 will celebrate the Beverly Hills Hotel's 100th anniversary with free birthday cake. On September 23, Sprinkles will feature samples of their new ice cream and the theme for September 30 is still to be finalized. (*No street closures are required for this event.*)

FISCAL IMPACT

All City costs and fees will be the responsibility of the Rodeo Drive Committee. The City has provided funding to the Committee (which was previously approved by the City Council for Fiscal Year 2012-13). In addition, the Rodeo Drive Committee will be responsible for providing a \$2 million general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

Unless the City Council has any concerns, staff will proceed with the coordination of details for *Ice Cream Sundays on Rodeo Drive*, scheduled for September 16, 23 and 30. Staff will be available at the study session to answer questions if additional information is required.

Gisele Grable 

Attachment 1

ice
cream
Sundays
on rodeo drive

On Sundays, September 16, 23 and 30, the local community and visitors will get to see Rodeo Drive with a cherry on top as Beverly Hills marks the 120th Anniversary of the Ice Cream Sundae.

ICE CREAM SUNDAYS is inspired by a time when Beverly Hills was a village and when legendary soda fountains at the Beverly Hills Hotel and Beverly Wilshire in the 50's and 60's were all the rage – a time when the Milton Kreis drug store and the Pink Turtle at the Beverly Wilshire catered to Elvis and Zeppo Marx while the Fountain Room at The Beverly Hills Hotel catered to such stars as, Lucille Ball and Peter Falk. The original ice cream sundae was invented in Ithaca, New York in 1892.

In order to do something special for the local community to shop and enjoy Rodeo Drive, participating retailers will be offering their customers free ice cream with purchase. The events will be held from 12 pm to 5 pm each Sunday.

On the 300 and 400 blocks of Rodeo Drive, vendors will offer gourmet ice cream, Italian ice, frozen yogurt, gelato, frozen yogurt and other decadent desserts combined with mini pop-art themed café settings on the sidewalks.

ICE CREAM SUNDAY VOUCHERS

Rodeo Drive Committee members will be encouraged to purchase \$5 vouchers for an ice cream or dessert at participating trucks on street when consumers make purchases at participating stores. Stores may choose to give out as many vouchers as they want per purchase. Each of the weekend's four participating trucks is guaranteed \$100 in sales each day (first 20 vouchers at \$5 each), with consumers without vouchers able to purchase direct. However, it is estimated that 40 stores will purchase \$5 vouchers, so voucher sales over the first 20 will be reimbursed for vouchers received at the end of each day.

Birthday cake and ice cream "focuses" on the Via Rodeo at 2 Rodeo have the opportunity to give away and sample on their respective days.

ice
cream
sundays
on rodeo drive

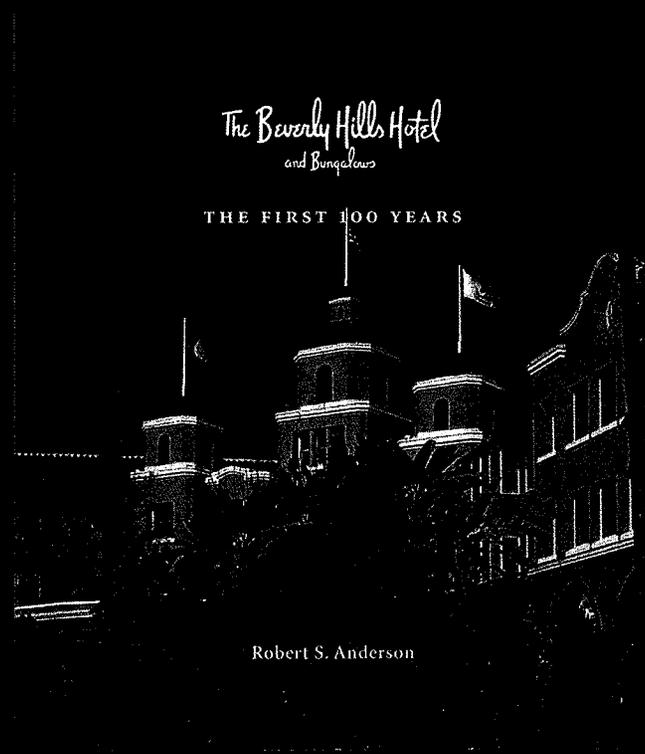


The Beverly Hills Hotel
and Bungalows

CELEBRATING 100 YEARS
Sept. 16

THE BEVERLY HILLS HOTEL'S 100TH BIRTHDAY – SEPT. 16

The first Sunday celebration on September 16 on the Via Rodeo at 2 Rodeo will allow guests to celebrate The Beverly Hills Hotel's 100th Birthday, with complimentary birthday cake served by hotel chefs and a book signing of *The Beverly Hills Hotel and Bungalows – The First 100 Years* by Robert S. Anderson, official hotel historian and grandson of the hotel's founder Margaret Anderson.

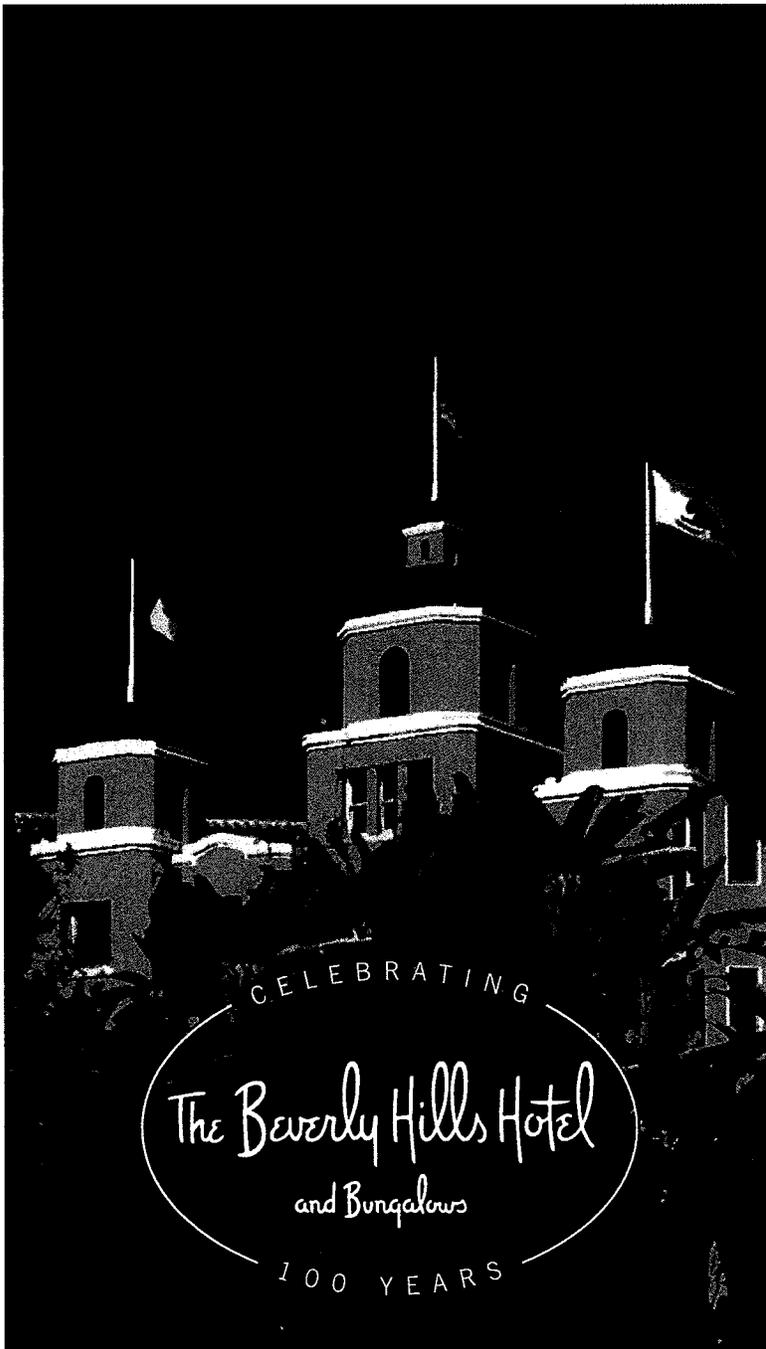


The Beverly Hills Hotel
and Bungalows

THE FIRST 100 YEARS

Robert S. Anderson

ice
cream
sundays
on rodeo drive



September 16

A major PR campaign will be held in conjunction with Ice Cream Sundays on Rodeo Drive including:

Calendar listings to major magazines for September issues including Angeleno, C, Los Angeles Magazine and LA Confidential as well as digital comminques as well.

Outreach to daily and weekly newspapers including the Los Angeles Times, LA Daily News, Beverly Hills Courier, Beverly Hills Weekly, etc.

Pitch local television morning shows including KTLA and KTTV for advance coverage.

Pitch online outlets and bloggers in both fashion and food segments for coverage.

Invite local print, online and TV press to cover each Sunday editorial event as well as 120th Anniversary of the Ice Cream Sunday.