



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 20, 2012
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: The Rodeo Drive "Walk of Style®" Event on December 5, 2012
Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter was submitted by The Rodeo Drive Committee providing details regarding the upcoming Rodeo Drive Walk of Style® event scheduled for Wednesday, December 5, 2012 from 7:00 p.m. to 10:00 p.m. The Rodeo Drive Committee will be honoring designer Nicola Bulgari and the event is scheduled to occur at 201 North Rodeo Drive (Bulgari's former location).

DISCUSSION

The Walk of Style's logistics includes a partial closure of the 200 block of North Rodeo Drive to accommodate the preparation and breakdown elements as well as event activity. This year's Walk of Style will include a brief award ceremony honoring Mr. Bulgari and a potential video tribute followed by a cocktail reception. It is anticipated that approximately 175 guests will be in attendance, including press, media and celebrities.

Since the City has successfully conducted numerous street closures in the 200 block of North Rodeo Drive with minimal impacts to the surrounding area, staff is proposing to administratively approve the plans for this partial closure unless the City Council has concerns or questions.

STREET CLOSURE

The following information provides details of the partial street closure that includes set-up and breakdown activity.

- The southbound west curb lane only on the 200 block of North Rodeo Drive, from 10:00 p.m. to 7:00 a.m. beginning Monday, November 26 through Tuesday, December 4 for production load-in and load-out.
- Southbound lanes on the 200 block of North Rodeo Drive from 2:30 p.m. on Wednesday, December 5 to 6:00 a.m. on Thursday, December 6 for event preparation, event activity and breakdown activity.
- Fred Hayman Place alley closed to vehicles from 2:30 p.m. to 6:00 a.m. (*Please Note: pedestrian traffic in alley would be unaffected.*)

MERCHANT NOTIFICATION

A letter of notification will be distributed to all merchants on the 200 through 400 blocks of North Rodeo Drive, as well as merchants on Dayton and Brighton Ways, between Camden and Beverly Drives notifying them of the upcoming activity. The Rodeo Drive Committee has endorsed and is in support of this event.

FISCAL IMPACT

As the City is a co-sponsor of the Walk of Style®, the street closure fee will not be charged, but all other City personnel and related costs, as well as permit fees will be the responsibility of the Rodeo Drive Committee.

A certificate of insurance in the amount of \$2 million naming the City as an additional insured will be provided by The Rodeo Drive Committee.

RECOMMENDATION

Based on the success of this event in previous years and unless the City Council has any questions, staff will administratively approve this request and proceed with the coordination of logistics for the partial closure of the 200 block of North Rodeo Drive for the Walk of Style® event on Wednesday, December 5, 2012. Please advise if additional information is required.

Gisele Grable
Approved



Attachment 1



November 9, 2012

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

Dear Benita,

On behalf of the Rodeo Drive Committee, we are pleased to announce the Committee will present The Rodeo Drive Walk of Style award to Mr. Nicola Bulgari on Wednesday, December 5, 2012. The event will be held inside the old Bvlgari Store located at 201 North Rodeo Drive from 7:00 p.m. to 10:00 p.m. The event will be open to approximately 250 invited guests and family of Mr. Bulgari, City Council members and invited press only. As usual, this event is being co-sponsored by the City of Beverly Hills.

The event will include a brief Award Ceremony honoring Mr. Bulgari and a possible video tribute (still TBD). Invited guests will enjoy a cocktail reception and the Award Ceremony inside the old store space.

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

Street Closures

For Production Load-In

Monday-Tuesday – November 26-December 4

West southbound curb lane of Rodeo Drive between Dayton Way and Wilshire Blvd. **from 10pm to 7am each night into each morning**

Wednesday-Thursday, December 5-6

- Southbound west curb lane of Rodeo Drive between Dayton Way and Wilshire **from 7am to 6am** for Event Load-in day of and event strike
- Southbound lanes of Rodeo Drive between Dayton Way and Wilshire **from 2:30pm til 6am** (to Load In Red Carpet, Step & Repeat, Guest Check-in, Press Lighting, Press) and for event strike post event
- Fred Hayman Place alley closed from **2:30pm to 6am** cars only (*pedestrian traffic to alley unaffected*)

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

cc: Gisele Grable, City of Beverly Hills
Peri Ellen Berne, Rodeo Drive Walk of Style
Craig Donahue, The Donahue Group