



CITY OF BEVERLY HILLS

STAFF REPORT

Meeting Date: January 8, 2013

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Beverly Hills Conference & Visitors Bureau Street Closure for A Chinese New Year Celebration

Attachment: 1. Letter from the Beverly Hills Conference & Visitors Bureau

INTRODUCTION

The Beverly Hills Conference & Visitors Bureau (BHCVB) is seeking a closure of the 400 block of North Canon Drive in order to host a Chinese New Year Celebration on Friday, February 1 from 5:30 p.m. to 7:00 p.m. This is the second year of this event, but last year, the festivities and activities were held on North Rodeo Drive. This year, the festivities will include similar elements on Canon Drive, and the public and invited guests will be encouraged to stroll, shop and dine throughout the Golden Triangle.

DISCUSSION

The Chinese New Year officially starts on February 10, and the BHCVB is planning to host a New Year celebration for the second year in Beverly Hills. The primary objective of the event is to recognize trade, media and VIPs who are responsible for influencing Chinese Tourism into Beverly Hills. Secondly the purpose of the event is to give the community an exciting event at which special offers will be distributed to drive traffic to the local shops and restaurants throughout the month of February.

The event will begin at 6:00 p.m. with a public parade on the 400 block of Canon Drive. Entertainment will feature traditional Lion Dance and Drum Corps with a special appearance by more than 100 Chinese Youth competing in the Hollywood Angel Cup Arts and Music Festival. Following the public event, an invitation-only reception will be held at Brooks Brothers for VIPs and travel and business associates and guests from the local Chinese community.

STREET CLOSURE

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

- 400 Block of North Canon Drive from 5:00 p.m. to 7:00 p.m. In order to accommodate the entertainment (dragon dance and drum corps) and activities. *Brighton Way will remain open to vehicular traffic.*

The entertainment requires no sound system, stage or power needs.

FISCAL IMPACT

All direct City costs and permit and personnel fees will be the responsibility of BHCVB (approximately \$5,000 for personnel costs, equipment, etc.). As the City is a sponsor of the BHCVB, the street closure fee will not be charged (\$5,232). In addition, BHCVB will be responsible for a general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

RESIDENT NOTIFICATION

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

RECOMMENDATION

At the time of this report, the Beverly Hills Conference and Visitors Bureau was working with the Canon Drive merchants and the Beverly Hills Chamber of Commerce in order confirm their support and seek their participation in the event. If the Canon Drive merchants are in support and with the positive feedback from last year's event, as well as the brevity of the closure (including sufficient staffing in order to provide the least amount of impact possible), staff would suggest approval of the request to close the 300 block of North Canon Drive for the Chinese New Year Celebration event scheduled for Friday, February 1 from 5:30 p.m. to 7:00 p.m.

The Executive Director of the Beverly Hills Conference & Visitors Bureau Julie Wagner will be in attendance at the January 8 study session in order to provide updated information and answer any questions.

Gisele Grable



Steve Zoet
Approved By



Attachment 1



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

January 4, 2013

Mayor William Brien MD and the
Beverly Hills City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Brien and Members of the City Council,

The Beverly Hills Conference & Visitors Bureau is pleased to share plans for a second annual Beverly Hills Chinese New Year celebration. A public celebration, including traditional entertainment is planned for Friday, February 1, 2013 from 6:00 to approximately 6:45 pm and a private VIP Reception, honoring our travel trade contacts and local Chinese business community is scheduled immediately following, from 7:00 to 9:00 pm at Brooks Brothers.

For the public portion of the event, we ask that the 400 block of N. Canon Drive, between Brighton Way and South Santa Monica Boulevard, be closed between approximately 5:30 to 7:00 pm to allow for entertainment and activities. Good Fortune Envelopes will be passed out to the first 1000 attendees containing special offers available in the city throughout the month of February.

Finally, we plan to arrange for Chinese New Year banners on South Santa Monica between Rexford Drive and Wilshire Blvd., and the 200, 300 and 400 blocks of Rodeo, Beverly and Canon Drives to be installed on January 28 and removed on February 28.

We look forward to another year of strengthening our relationship with China and the local Chinese community while producing an event that visitors and local residents can enjoy.

Sincerely,

Julie Wagner
Executive Director
Beverly Hills Conference & Visitors Bureau

