



**Meeting Date:** January 24, 2013  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community & Cultural Services Administrator  
**Subject:** Grand Re-opening of Bvlgari on Tuesday, February 19, 2013  
**Attachments:** Letter from J. Ben Bourgeois Productions

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### **INTRODUCTION**

Attached is a letter submitted by J. Ben Bourgeois Productions on behalf of Bvlgari providing information regarding its Grand Re-Opening event on Tuesday, February 19, 2013 from 6:00 p.m. to 11:00 p.m. The event is scheduled to occur at Bvlgari's new location at 401 North Rodeo Drive and the rooftop level of the City's 9510 Brighton Way parking structure. (In order to accommodate guest arrivals, Brighton Way will be temporarily closed to through traffic, between Rodeo and Camden Drives.) Unless otherwise directed by the City Council, staff intends to proceed with the coordination of the logistical details as described in this report.

### **DISCUSSION**

The evening will begin with a VIP viewing of vintage and luxury goods owned by Elizabeth Taylor at Bvlgari from 6:00 p.m. to 7:00 p.m. Next, a VIP cocktail reception and seated dinner for 40 guests will occur in a tent on the rooftop of the 9510 Brighton Way parking structure from approximately 7:30 pm. to 11:00 p.m. with additional guests enjoying a cocktail reception, food and music in a separate tent on the rooftop of the parking structure from 8:00 pm. to 11:00 p.m. Bvlgari anticipates approximately 300 guests over the course of the evening, including press, media and celebrities.

### **STREET CLOSURES**

The following information provides details of the proposed lane and street closures for guest arrivals and departures.

- The southbound west curb lane on Rodeo Drive, between Santa Monica Boulevard and Brighton Way from 5:00 p.m. to midnight for the valet drop-off and pick-up area.
- Brighton Way, between Camden and Rodeo Drives from 6:00 p.m. on Tuesday, February 19 to 2:00 a.m. on Wednesday, February 20 in order to accommodate a red carpet across the street, and to facilitate the transport of guests from the store to the parking structure.

### **MERCHANT NOTIFICATION**

Letters will be distributed to all merchants on the 300 and 400 blocks of North Rodeo Drive, as well as merchants on Brighton Way, between Camden and Beverly Drives, notifying them of the upcoming activity. The Rodeo Drive Committee is aware and in support of the event.

**FISCAL IMPACT**

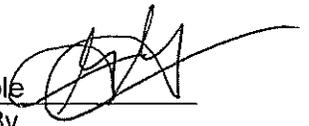
All City costs and fees associated with the event, including use of the parking structure, as well as the street closure fee for Brighton Way will be the responsibility of Bvlgari.

In addition, a certificate of insurance in the amount of \$2 million naming the City as an additional insured will be provided by Bvlgari.

**RECOMMENDATION**

This report is provided for information only. Community Services staff will proceed with the coordination of details for the upcoming Grand Re-Opening of Bvlgari, scheduled for Tuesday, February 19, 2013. Please advise if additional information is required.

\_\_\_\_\_  
Gisele Grable  
Approved By



# **Attachment 1**

January 11, 2013

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

Dear Benita,

On behalf of Bvlgari Corporation of America, J. Ben Bourgeois Productions, Inc. will be producing the Bvlgari Store "Grand Opening" Event on **Tuesday, February 19, 2013**. The location will be inside of the new Bvlgari Store located at 401 North Rodeo Drive and across the street on the parking garage rooftop at 9510 Brighton Way from 6:00 p.m. to 11:00 p.m. The event will be open to approximately 340 invited guests, by invitation only.

The event will include a brief tour of the new store and continue on the roof top of the parking garage at 9510 Brighton Way. 300 invited guests will enjoy a cocktail reception, food and music in a tented space on the roof top, while approximately 40 VIP's will enjoy a cocktail reception, seated dinner and music in a smaller tented space on the roof top garage.

Bvlgari Corporation of America and J. Ben Bourgeois Productions, Inc. respectfully requests the support of Beverly Hills City Council for the following elements:

**LOT CLOSURES**

**For Production Load-In, Event & Strike**

**Thursday, February 14 – Thursday, February 21**

9510 Brighton Way Parking Structure for Event Load in/build of tents for event, kitchen and restrooms on top level. Engineered shoring to occur levels below top level of garage per City Engineer.

Fendi Parking Lot behind 9510 Brighton Way for truck staging, cross loading and unloading of equipment.

J. Ben Bourgeois Productions, Inc.

512 North Larchmont Boulevard/Los Angeles/California 90004/323.960.0600/FAX 323.960.0606/www.bourgeoisproductions.com

**STREET, SIDEWALK & LANE CLOSURES**

**For Event & Guest Arrivals**

**Tuesday – February 19 (3:00pm-2:00am Feb. 20)**

Brighton Way north side “curb lane” for (Load in Red Carpet, Step & Repeat, Guest Check-in, Press Lighting, Press, etc.) and for event strike post event.

West “Sidewalk Closure” on Rodeo Drive from Brighton Way going north in front of Bvlgari store for final event setup, check in area, event security and event load-out.

**Tuesday – February 19 (5:00pm-2:00am Feb. 20)**

Southbound West “curb lane” of Rodeo Drive in front of store going North from Brighton Way for Valet Parking Services. (Keeping exits clear for parking garages along the stretch of Rodeo heading north)

**Tuesday – February 19 (6:00pm-2:00am Feb. 20)**

Brighton Way full “street closure” and “sidewalk closure” between Rodeo and Camden will shut down for carpet run & press wall from store to 9510 Brighton Way Parking Garage.

We respectfully request support for the proposed event.

Thank you for your consideration and please don't hesitate to reach out with any questions.

Sincerely,



Paul Marks

Sr. Event Producer

J. Ben Bourgeois Productions, Inc.

323-960-0600

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