



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 19, 2013

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Gran Fondo Giro d'Italia Beverly Hills Bike Ride Event

Attachment:

1. Request from Gran Fondo Giro d'Italia
2. Gran Fondo Event Details
3. Rodeo Drive Committee Letter of Support
4. Additional Letters of Support (4)

INTRODUCTION

The attached request was submitted by Gran Fondo Giro d'Italia seeking to conduct another Gran Fondo bicycling event in Beverly Hills with a kick-off from the 300 and 400 blocks of North Rodeo Drive on the morning of Sunday, October 6, 2013. In addition to Rodeo Drive, Gran Fondo is also proposing the closure of the 400 block of North Crescent Drive adjacent to City Hall in order to conclude their bike event, and to also hold its Bike Expo and registration activities on the Saturday before the bike ride.

A "Gran Fondo" (Big Ride) is a recreational event in the traditional Italian style starting with a large and festive launch, a scenic course, concluding with a festival consisting of food, drink and vendor booths. This Beverly Hills bike event would be one in a series of amateur cycling events including Pasadena, California and Miami/Coral Gables, Florida. This bike event is a pleasure ride, not a "start to finish" competitive event, and the 2011 event from Beverly Hills to the Santa Monica Mountains and back was a well-received program that included over 1,300 riders, and support from the local community, including the Rodeo Drive Committee and the Beverly Hills Conference and Visitors Bureau.

The initial Gran Fondo Giro d'Italia Beverly Hills proposal was reviewed a few months ago by the City Council Liaison for Special Events, Councilmembers Bosse and Brucker with the Gran Fondo Giro d'Italia representative Matteo Gerevini, and received preliminary approval at that time.

DISCUSSION

The 2011 Gran Fondo USA event (which occurred on a Sunday in June 2011), was very successful, and began with a VIP breakfast hosted by Brooks Brothers on Rodeo Drive. By 7 a.m., over 1,300 international cyclists lined the 300 and 400 blocks of North Rodeo Drive and proceeded northbound, headed west on North Santa Monica Boulevard and west on Wilshire Boulevard out of Beverly Hills. By 9 a.m., the cyclists were all on route, and Rodeo

Drive was reopened. Since the ride is not a race, the riders were required to follow all applicable traffic regulations. A short course (a 42 mile *Medio Fondo*) and a long course (an 84 mile *Gran Fondo*) was available to the riders, and the ride extended to the Pacific Coast Highway and Malibu. The majority of the riders returned on a staggered basis between noon and 4 p.m. to the 9900 Wilshire Boulevard (former Robinsons-May Company site), where the Bike Expo was located. International and local press and media were also in attendance.

Although a different company, Gran Fondo Giro d'Italia, has submitted the current request for a proposed 2013 event in Beverly Hills, it includes the same Director, Matteo Gerevini, who oversaw the 2011 Gran Fondo event. The 2013 route will vary from the previous route, and has yet to be finalized, but would also include three options for riders (a short route: 20-30 miles; medium route: 50-60 miles; and a long route: 90-100 miles). For 2013, Gran Fondo Giro d'Italia is seeking to begin the ride from Rodeo Drive with similar logistics to 2011. In addition, they are also considering the closure of the 400 block of North Crescent Drive, adjacent to City Hall where they would set up the finish line, and provide a Bike Expo and registration activities (including use of City Hall's Crescent side lawn and courtyards), from approximately 10 a.m. to 5 p.m. The Expo activities would include rider registration, and booths featuring products and services geared to amateur bicycle riders, and which would be free of charge and open to the public. There is also preliminary discussion regarding a reception in the Municipal Gallery on Saturday evening. *(Depending on space requirements, they may also need additional space, and staff will have alternate areas to propose, such as the Palm Court, Beverly Gardens Park, or Civic Center Plaza, depending on the need and/or activity.)*

The Rodeo Drive Committee (RDC) is supportive of the Gran Fondo event (see Attachment 3). Both the RDC and BHCVB worked closely with Gran Fondo in 2011, and not only assisted with the promotion and marketing of the event but BHCVB was also a co-sponsor that provided financial support. Gran Fondo Giro d'Italia would work again with the RDC and BHCVB to determine the best theme, focus and marketing efforts for 2013.

In addition to seeking approval for a 2013 event in Beverly Hills, Gran Fondo Giro d'Italia is also seeking to conduct the bike ride at the same locations for both 2014 and 2015 on the second Sundays in October for each year (10/12/14 and 10/11/15).

The company that owns Giro d'Italia, RCS Media Group, owns a large international multi-media publishing group that operates in daily newspapers, magazines, radio broadcasting, new media and digital and satellite TV. With its extensive media coverage, it is anticipated that the future events will be promoted internationally through television, social media, and numerous publications. Gran Fondo Giro d'Italia events are already scheduled to occur again in 2013 in Pasadena, California (6/2/13) and Miami/Coral Gables, Florida (11/10/13), and will also include the promotion of new events and cities that include: Monterey, California (4/20/13); and New York City, New York (5/5/13). Further international expansion is proposed for 2014 as well into China, Sweden, Great Britain, Mexico, Italy, etc. With these international events, there is opportunity to further assist the BHCVB in its efforts of promoting Beverly Hills tourism.

In September 2012, staff met with the City Council Liaisons for Special Events Councilmembers Bosse and Brucker to review the preliminary proposal with Gran Fondo Giro d'Italia representative Matteo Gerevini. At that time, they indicated preliminary support of the proposal.

If and when City Council approval is received, and when more details of the actual route are obtained, Community Services staff will meet again with the Police Department to review the requested street closures and Beverly Hills impacts. An update to the City Council will be provided after the details and logistics have been coordinated with the appropriate City Departments. In addition, staff has contacted the Public Works Department regarding the Annenberg Cultural Center Project barricades currently located along Crescent Drive across from City Hall, and has been informed that it is anticipated that the barricades will be removed by the end of the summer months in 2013 if not sooner. *(For your information, staff checked with the Annenberg Cultural Center representatives to also confirm their "grand opening" dates under consideration, and was informed that the proposed date would not conflict with their event activities.)*

The Police Department has indicated that since the closures on Rodeo Drive occur prior to 9 a.m. on a Sunday morning (when traffic is at its lightest in the Business Triangle, and most merchants do not open until noon if at all) and the fact that the cyclists are returning in a staggered fashion obeying traffic laws, they believe the event can be effectively monitored with the appropriate staffing.

STREET CLOSURE

The following information provides preliminary details of proposed street closures for a Sunday, October 6, 2013 event:

- The 300 and 400 blocks of North Rodeo Drive would be closed from 4 a.m. to 9 a.m.
- The 400 block of North Crescent Drive from 4 a.m. to 8 p.m.

MERCHANT NOTIFICATION/OUTREACH

As with previous large-scale events on North Rodeo Drive, all affected merchants on the 200, 300 and 400 blocks of North Rodeo Drive, Dayton and Brighton Ways, between Camden and Beverly Drives, as well as businesses along South Santa Monica Boulevard would receive advanced notice of the upcoming activity. In addition, the 300 and 500 blocks of North Crescent Drive would also be notified (including the local Crescent Drive merchants).

FISCAL IMPACT

In 2011, Gran Fondo USA was responsible for all of the City's costs and fees of approximately \$14,000. In addition, the BHCVB provided sponsorship of \$8,000.

Since the event in 2013 would also include an additional (and longer time period) street closure of Crescent Drive, and the use of City Hall property, the preliminary cost of permits and fees are roughly estimated at \$30,000 (with a rough estimate of \$12,000 for personnel costs, and \$18,000 in street closure fees, City property rental fees, and other related fees and costs).

If the City Council is interested in co-sponsoring this event for 2013, Gran Fondo has indicated that the City's logo/shield could also be utilized, as well as the possibility of incorporating the Beverly Hills name within its event title, Gran Fondo Giro d'Italia Beverly Hills. *(For the 2011 event, use of the Beverly Hills shield was previously approved at that time.)*

In addition, Gran Fondo Giro d'Italia will be responsible for a Certificate of Insurance of \$2 million in General Liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

City Council direction is respectfully requested regarding the following elements of the Gran Fondo Giro d'Italia's request:

- to close the 300 and 400 blocks of North Rodeo Drive;
- to close the 400 block of North Crescent Drive;
- to utilize the available space adjacent to City Hall on Crescent (with approval from Fire and Building & Safety); and possibly the Municipal Gallery;
- whether or not to provide full, partial or no City sponsorship (total estimated at \$30,000, which includes approximately \$12,000 in personnel costs);
- to conduct the Gran Fondo USA Cycling Event on Sunday, October 6, 2013; and
- to conduct the event on the second Sunday in October of the following two years on October 12, 2014 and October 11, 2015.

Gisele Grable



Steven Zoet
Approved By



Attachment 1



Mr. Jeffrey C. Kolin
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
jkolin@beverlyhills.org

c/c
Mrs. Gisele Grable
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
ggrable@beverlyhills.org

Object: Gran Fondo Giro d'Italia Beverly Hills

Dear Jeffrey and Giselle,

I'm sending this letter to you in order to request officially to the city of Beverly Hills the possibility to organize a Gran Fondo Giro d'Italia in Beverly Hills in the next years. The dates that we have choose is October 6, 2013, October 12, 2014 and October 11, 2015.

The name of the event could be Gran Fondo Giro d'Italia Beverly Hills, and it will be part of a worldwide series of amateur event (not a race) organized by RCS Sport, the company that own and organize the Giro d'Italia for professionalist since 1903

In 2012 we have organized two events, one in Pasadena on July22nd and one in Miami on November 11th. Next year we will have already planned the following events:

- Gran Fondo Giro d'Italia Sea Otter Classic - Monterey (CA), April 20
- Gran Fondo Giro d'Italia Los Angeles-Pasadena - Pasadena (CA), June 2
- Gran Fondo Giro d'Italia New York City - May 5
- Gran Fondo Giro d'Italia Miami-Coral Gables – November 10

In 2014 we will start with the expansion worldwide, with Gran Fondo Giro d'Italia in South Africa, Brazil, Sweden, UK, China, Mexico, Colombia and other countries.

Our project is to have, in the next years, during each Gran Fondo Giro d'Italia, an "Italian week-end" (or even a week) where we can organize, in cooperation with local partners, other activities related to wine,



food, fashion, tourism..., that can attract people and also commercial partner. And Beverly Hills can be a perfect location for this project.

The Gran Fondo will follow the same concept of the event that I have organized last year in June (the Gran Fondo Colnago Los Angeles): a strong "italian feeling" with italian sponsor, italian food, and a great italian atmosphere.

I would like to have the opportunity to work with the City of Beverly Hills in order to develop this project, and so I would like to have your opinion regarding the possibility to support this event in term of:

- having a date (first week end of october in 2013 and second in 2014 and 2015) in which to organize the event in 2013 and for the following 2 years (a three years contract)
- the possibility of receiving a communication support and promotion by the City
- the possibility to receive an economical support;
- the possibility of organizing in Rodeo Drive the start of the event in the morning;

I'm sure we can build something that will grow year after year, and we have already the support of several sponsors and Italian institutions, that will allow us to start already with a high-level event.

Please let me know if you are interested in exploring this possibility

Regards

Matteo Gerevini
Gran Fondo Giro d'Italia

Attachment 2



- **Presentation of the project**
- **Proposal for Gran Fondo Giro d'Italia Beverly Hills 2013**

Giro d'Italia - Presentation



THE WORLD'S TOUGHEST RACE IN THE WORLD'S MOST BEAUTIFUL PLACE

The race brings out the geographical qualities of Italy. The Dolomites, Alps and Apennines.

The route of the Giro is very tough, full of pitfalls, vertiginous climbs and breathtaking descents.

Giro d'Italia race is the most beautiful showcase of a country that, year after year, displays the best of its self. Its geography, monuments, art, culture, design, fashion, food and folklore.



Giro d'Italia - History



MORE THAN A 100 YEARS OF TRADITION

Giro d'Italia is the real essence of cycling.

Cycling fans from around the world await the Giro for a whole year because it is at the Giro that some of the greatest emotions are experienced.

The first edition took place in 1909, and all the legends of cycling history have won at least one Giro d'Italia.



Giro d'Italia - Values



MADE IN ITALY

Italy reveals its beauty to the eyes of the world; each year, Giro d'Italia rediscovers the wonders of Italy's landscapes, creating routes that unveil the history, art, and curiosities of the most beautiful country in the world.

ITALIAN FESTIVAL

Giro d'Italia is not just a sports event, it is a huge celebration. When, Its arrival creates an excitement that spreads everywhere, and involves everyone, creating a special and unique atmosphere of joy.

HISTORY AND TRADITION

Giro d'Italia is a fine custom that has been repeated for the last 100 years, bringing us its everlasting passion for the great champions of history and their rivalries: Coppi, Bartali, Merckx, Pantani. Now that's history.



Gran Fondo Giro d'Italia Beverly Hills

The event that we have organized in Beverly Hills in 2010 was successful, and it was a clear «showcase» of how Beverly Hills can find different areas of touristic business aside the classic one, related to fashion and glamour.

Cyclists are very interested in quality, for both the event and the location where it takes place, that includes also hotels and restaurants. They are looking for a great weekend that includes also a cycling event, and Beverly Hills can be perfect for this purpose.



Gran Fondo Giro d'Italia Beverly Hills

In 2013 the number of Gran Fondo Giro d'Italia will increase, and we will have new events that will be part of the series.

The new events will be:

- Gran Fondo Giro d'Italia Sea Otter Monterrey (California), April 20
- Gran Fondo Giro d'Italia New York City, May 5
- Gran Fondo Giro d'Italia Pasadena, June 2
- Gran Fondo Giro d'Italia Miami-Coral Gables, November 10

We are also planning to introduce (in 2014) events in China, Brasil, Sweden, Great Britain, Mexico, Uruguay and Italy.

There is a big interest in this concept especially in the United States, so a new event that can take place in Beverly Hills could be an interesting opportunity.

Beverly Hills is an iconic destination, and the start of a Gran Fondo from Rodeo Drive (as we saw two years ago), can be really spectacular and can become a great spot for the active tourism worldwide.



Gran Fondo Giro d'Italia Beverly Hills

To organize a Gran Fondo Giro d'Italia in Beverly Hills in 2013 we need to have some guarantees from the City, that can allow us to invest in an event that should be supported by a multi year agreement.

Basically what we need is:

- a multi year agreement with the City of Beverly Hills (3 years) with a specific date that should stay always the same, and could be the first week end in october in 2013 (october 5/6) and the second one the two following years: 2014, october 11/12, and 2015 october ~~8/9~~: 10/11.
- the communication support from the City and the CVB, in order to make an «Official event» of the City of Beverly Hills;
- the support of the local police to avoid high cost of services from them;
- the possibility to use Rodeo Drive for the start of the event (for few hours from 3 am until 9 am) at special rates;
- the possibility to use North Crescent Drive for the finish line and for the Expo on Saturday and Sunday and the room in the City Hall for a special VIP reception on Saturday Night
- a financial support of around 30.000 dollars
- a direct relation and agreement with the City of Beverly Hills



Gran Fondo Giro d'Italia Beverly Hills

The support of the City will help us in organizing an high level event, with a provisional number of 1.500/2.000 riders at the start.

The economical contribution from the City or the CVB will be **entirely** utilized to pay local supplier in Beverly Hills, as restaurants, Hotels... to help the local business and to leave the money in the city: in this way the contribution will basically go to create business for the local activities

The idea around the Gran Fondo Giro d'Italia Beverly Hills is also focus on the possibility to organize a multiday «italian week» with some activities regarding food, tourism, wine and maybe other products.

We can promote these activities in Italy through our network of magazine, and we can also consider to organize a press conference in Milan to launch the Gran Fondo in Beverly Hills with all the collateral activities, if we can create a significant and exciting series of extra event.

The Gran Fondo Giro d'Italia Beverly Hills can become the most exotic and exciting cycling event in Nord America, and our idea is to limite the number of participants (2.000/2.500) to raise a better quality every year and to make this as an exclusive event for selected participants!



Giro d'Italia - The company

The company that own the Giro d'Italia (and also the project *Gran Fondo Giro d'Italia*) is a primary editorial group (RCS Group), with more than 6.000 employees and a turnover of 2.5 billion euro.

RCS publishes more than 50 different magazine in Italy and Spain including the biggest italian newspaper (Corriere della Sera) the biggest sport daily newspaper in the world (**Gazzetta dello Sport**, with more that 1 million copies a day), the biggest sport magazine in Spain (**Marca**), some top fashion magazine in Italy and the biggest radio in Italy (**Rete 105**)

All this publication represent a huge opportunity for communication and media information for the event part of the Gran Fondo Giro d'Italia series, especially if it take place in special destination as Beverly Hills



Gran Fondo Giro d'Italia - Media Coverage

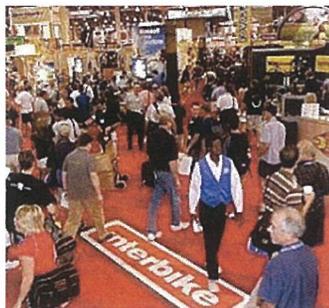


The media coverage of the events will be done through the media of the RCS Group (see previous slide) but also with the partnership with the main cycling media in the main country in the world and with a great presence at Interbike, the biggest North American bike show in Las Vegas in September

Gran Fondo Giro d'Italia will have also the support of the Giro d'Italia and its media network, where the Gran Fondo Giro d'Italia will be promoted, that means:



- 2.000 accredited media
- 300 hours of TV programming
- 800 million potential TV audience across the globe
- 250.000 unique users per day at giroditalia.it
- 270.000 facebook fans
- 100.000 twitter followers
- 9.400 publications around the globe that talk of the Giro



Gran Fondo Giro d'Italia - Media Coverage



For the **Gran Fondo Giro d'Italia Beverly Hills** we are planning to have the following coverage:

- Article and coverage on **Gazzetta dello Sport** to launch the event
- Article and coverage on a **weekly fashion magazine** to present the event
- Special launch on the social network of **Giro d'Italia** (265.000 followers on Facebook and 125.000 on Twitter)
- Special announcements during the Giro d'Italia to all the **international Media** (more than 2.000 journalists)
- Media Press** every month to announce special activities around the event (Gala Dinner....)
- Full adv pages on **Bicycling Magazine** in July (500.000 copies)
- Press conference at **Interbike Las Vegas** in September to present the event to the bike industry
- Possibility to organize activities with **Via Montenapoleone in Milan**, the Fashion street
- Special promotion with **Active.com** to a database of 250.000 US cyclists.
- Special travel package with 25 international Official **Gran Fondo Giro d'Italia Travel Agency** for 15 different countries in the world

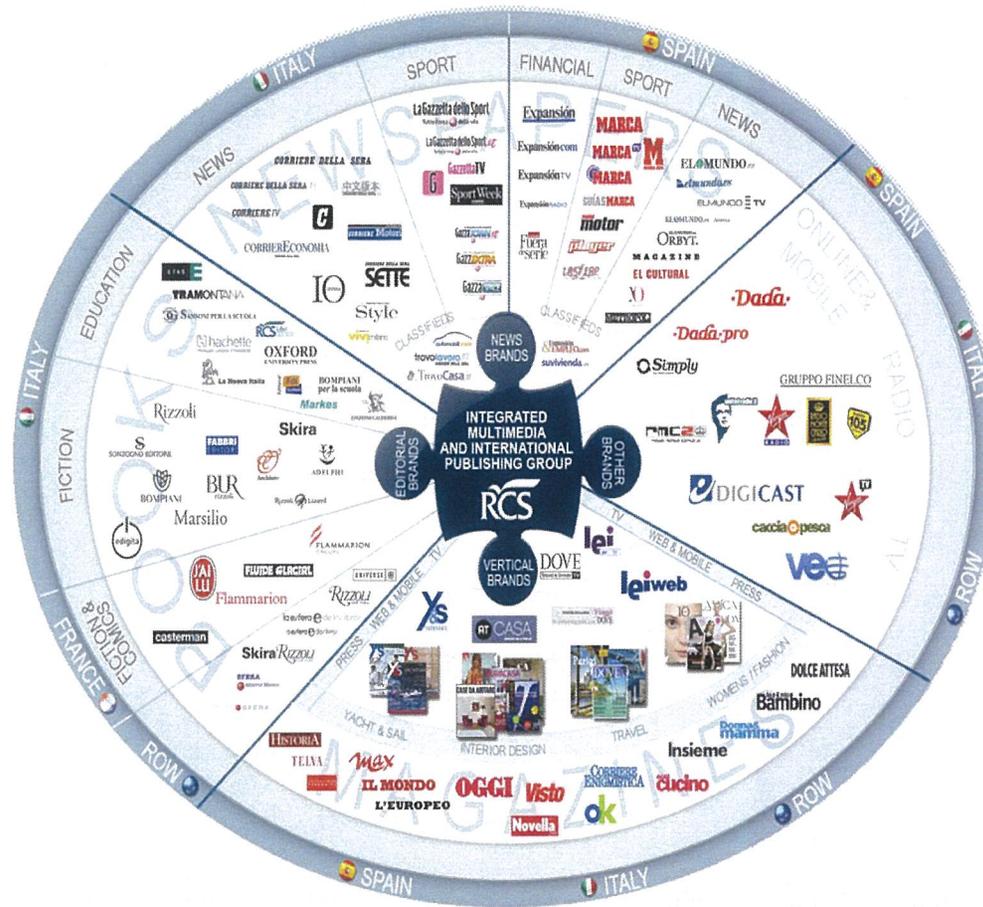
Gran Fondo Giro d'Italia - Sponsor & Partners

 <p>PINARELLO</p> <p>Main Sponsor</p>	 <p>selle ITALIA</p> <p>Official Sponsor</p>	 <p>Vittoria</p> <p>Official Sponsor</p>	 <p>FSA</p> <p>Official Sponsor</p>	 <p>Bicycling</p> <p>Official Sponsor</p>	 <p>ASTORIA</p> <p>Official Sponsor</p>
 <p>LIMAR THE HELMET SPECIALIST</p> <p>Official Sponsor</p>	 <p>interbike</p> <p>Official Sponsor</p>	 <p>THE BILTMORE MIAMI-CORAL GABLES EST. 1926</p> <p>Official Sponsor</p>	 <p>GU</p> <p>Technical Partner</p>	 <p>SMS Santini</p> <p>Technical Partner</p>	 <p>UNIVERSAL SPORTS NETWORK WHERE CHAMPIONS ARE MADE™</p> <p>Media Partner</p>
 <p>L'Espresso Americano A Vespa Newspaper</p> <p>Media Partner</p>	 <p>La Gazzetta dello Sport Tutto il rosa della vita</p> <p>Media Partner</p>	 <p>studio musica USA</p> <p>Entertainment Partner</p>	 <p>MOSEER AZIENDA AGRICOLA</p> <p>Technical Supplier</p>	 <p>BOOKING POINT bike division</p> <p>Tour Operator</p>	 <p>bora2run</p> <p>Tour Operator</p>
 <p>PASADENA</p> <p>Patronage</p>	 <p>THE CITY OF MIAMI FLORIDA</p> <p>Patronage</p>	 <p>CITY OF CORAL GABLES FLORIDA</p> <p>Patronage</p>	 <p>Consolato Generale d'Italia Los Angeles</p> <p>Patronage</p>	 <p>CONSOLATO GENERALE D'ITALIA MIAMI</p> <p>Patronage</p>	 <p>IACCCW</p> <p>Patronage</p>
 <p>ITALIA Italian Trade Commission Los Angeles</p> <p>Patronage</p>	 <p>benefiting P the pablone foundation Eating childhood cancer with love</p> <p>Charity Partner</p>	 <p>FIU FLORIDA INTERNATIONAL UNIVERSITY</p> <p>Charity Partner</p>			



Giro d'Italia - The company

The company that own the Giro d'Italia (and also the project *Gran Fondo Giro d'Italia*) is a primary editorial group (RCS Group), with more than 6.000 employees and a turnover of 2.5 billion euro. RCS publishes more than 50 different magazine in Italy, Spain and France, and they can drive a lot of attention for our events through this network. They also own other cycling events as Milano-Sanremo, Tour of Lombardy, Tirreno-Adriatico, Tour of Piedmont and also the Milan City Marathon.



Gran Fondo Giro d'Italia – The Concept



The idea of the “Gran Fondo Giro d’Italia” is to create a new and distinctive concept of event for cycling enthusiasts.

The “Gran Fondo Giro d’Italia” will bring together the top level organization of the Giro d’Italia with a great “Italian feeling”.

Italy represents the “reference point”, for every cyclist in the world; its history, racing heritage and iconic companies epitomize the romance of the sport. Cyclists view Made in Italy as a seal of approval for the best in the market: for bike-related products, tourism, food & lifestyle.

This new format of Gran Fondo is starting in US and it will expand in 2013 in other great destinations around the world.



Gran Fondo Giro d'Italia - The Concept

The first Gran Fondo Giro d'Italia was organized last July 22nd in Pasadena, with the start and the Expo Area in front of the City Hall. More than 800 riders took part to the event, with around 30 companies that was exhibiting at the Expo.

The second Gran Fondo Giro d'Italia was organized on November 11 in Miami, with over 1.000 participants and the presence of italian cycling icon Mario Cipollini



Gran Fondo Giro d'Italia – The Concept

In Pasadena and Miami there was also the original trophy of the Giro d'Italia (Trofeo Senza Fine), that was available to all the participants to take special pictures with the backdrop of the Duomo di Milano, similar to the picture that usually is taken by the winner of the «real» Giro d'Italia!

Hundreds of participants were lined up to take the official picture with the trophy



Gran Fondo Giro d'Italia – The Concept



EXPO

It is the location where all registered riders have to pick up their race bag and bib number, and the sponsors have the opportunity to showcase their products. It is also open to the public. The ride usually start and finish in the Expo area, and it take place on Saturday and Sunday

COURSE

An amazing course, technical assistance and aid stations are prepared along the three different distances that every rider could choose:

- Short – 20/30 miles
- Medium – 50/60 miles
- Long – 90/110 miles

JERSEY

Every participants will have the possibility to have a Limited Edition Made in Italy jersey and some special merchandising from the Giro d'Italia.



Gran Fondo Giro d'Italia – The Concept



START

A great and emotional start is planned to be at usually at 7 am. In the front rows there are VIP and guests, and here is always the presence of the Italian Consul and other important Authority. After the US anthem and the Pavarotti's "Vincerò", the Italian Consul starts the countdown.

ARRIVAL

At the finish line, similar to a Pro event, all the riders will receive a finisher medal and a personalized certificate. The Finish Line it is usually placed in the EXPO area.



GRAN PREMIO DELLA MONTAGNA

Every event will have a mountain portion of the course into which there will be the opportunity to challenge the other riders (GPM/KOM). At the end of the event, a special award ceremony is devoted for the first three overall and for all the age groups winners



Gran Fondo Giro d'Italia – The Concept



OFFICIAL JERSEY, MEDAL, CERTIFICATE

Every participant can have a limited edition “made in Italy” bike jersey, and everybody will receive at the end a finishers medal, and a participation certificate.

GALA DINNER

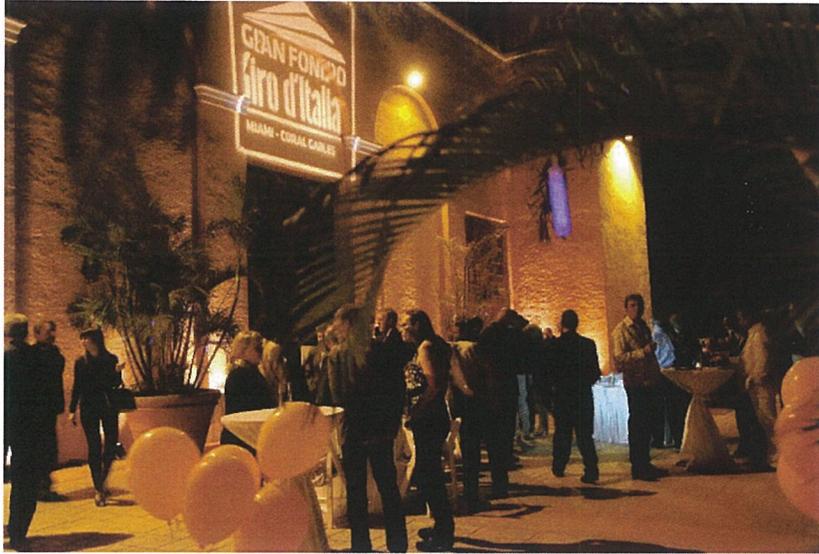
On Saturday a Gala Dinner is organized to promote the event and its sponsors, and to raise money for partner charities. Cycling celebrities is usually special guests of the dinner

PASTA PARTY

At the end of each event the participants will enjoy a spectacular “Italian style” Pasta Party, with high quality catering and attention to all the details



Gran Fondo Giro d'Italia - Sum Up



- Create a worldwide series of Gran Fondo Giro d'Italia events in great destination
- Organize related promotional events that celebrate the "Italian lifestyle"
- Present and promote Italian products
- Create collateral events in cooperation with the Italian Authority in the City (Consulate, Italian Trade Commission, Italian institute of culture, Italian Chamber of Commerce....)
- Promote cycling as an instrument for better living
- Support local charities through event fundraising
- Support the local business with promotion and visibility at the Expo
- Give to the local hotel and restaurant the opportunity to create more business

Demographics of Gran Fondo Giro d'Italia Pasadena and Miami

- ❑ Total participants: **1.950 riders**
- ❑ Sex: **75% male - 25% female**
- ❑ Average Age: **43 years old**
- ❑ Education: **65% college degree**
- ❑ Average annual income: **\$125,000**
- ❑ Percentage of registrant that come from outside the county: **30%**
- ❑ Percentage of International participants: **9%**
- ❑ Average number of people that each participants bring with him: **1.3**
- ❑ Average amount of dollars spent per person during the weekend for restaurant, and other activities (except hotel and car rental): **220 dollars**
- ❑ Percentage of riders that want to come back the next year to ride the same event: **65%**

These numbers was taken from a survey that has been made between all the participants to each event

Gran Fondo Giro d'Italia – Miami statistics



At the **Gran Fondo Giro d'Italia Miami-Coral Gables** (November 2-10, 2012), there were participants and guests from several countries, included:

- | | |
|---|---|
| <input type="checkbox"/> Italy: 52 | <input type="checkbox"/> Ecuador: 3 |
| <input type="checkbox"/> Brasil: 12 | <input type="checkbox"/> Bahamas: 8 |
| <input type="checkbox"/> Mexico: 22 | <input type="checkbox"/> Puerto Rico: 11 |
| <input type="checkbox"/> United Kingdom: 9 | <input type="checkbox"/> Canada: 13 |
| <input type="checkbox"/> Germany: 7 | <input type="checkbox"/> France: 2 |

We had **two Official Hotel** at the event, but we were able to estimate also the total number of night spent by the participants in other Hotel in the city, with the information that we had from our Official Travel Agency. We are not informed about the total night booked by participants that didn't reserve the room through the Official Travel Agency

- Total participants: **1.150**
- Total participants from outside the city: **385**
- Total nights in Official Hotel: **102**
- Total nights in other Hotel: **234**
- Total business create with the Official Restaurants in the week of the event: **+ 20% compare with a normal week** (*information received by the 4 Official Restaurants of the event*)

Gran Fondo Giro d'Italia - Pictures



Gran Fondo Giro d'Italia - Pictures



Attachment 3



Mr. Jeffrey C. Kolin
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210

c/o
Ms. Gisele Grable
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210

Dear Mr. Kolin,

On behalf of the Rodeo Drive Committee, we are pleased to offer our support for street closure for the Gran Fondo Giro d'Italia Beverly Hills event, taking place in October 2013 in Beverly Hills.

We understand that as part of the event, there will be "roving street closure" on Rodeo Drive before merchant business hours. As agreed, set-up will be quickly removed and streets are cleared prior to 9:30am.

If you have any questions, please don't hesitate to contact us.

Sincerely,

A handwritten signature in cursive script, appearing to read 'James Jahant', is positioned below the word 'Sincerely,'.

James Jahant
President
Rodeo Drive Committee

c/c
Craig Donahue
The Donahue Group
1463 Tamarind Ave.
Los Angeles, CA 90028

Attachment 4

DOLCE & GABBANA

Mr. Jeffrey C. Kolin
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
jkolin@beverlyhills.org

c/c
Mrs. Gisele Grable
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA, 90210
ggrable@beverlyhills.org

New York, November 27, 2012

Object: Gran Fondo Giro d'Italia Beverly Hills

Dear Sir and Madam,

Dolce&Gabbana, Inc. is pleased to express our support for the launch of the Gran Fondo Giro d'Italia Beverly Hills event, slated for 2013. This inaugural event is geared to promote Italian Commerce and the "Made in Italy" trademark.

RCS sport, is the company responsible for the organization and promotion of this event worldwide. They currently organize world-class events such as; Giro d'Italia, Milano-Sanremo, Giro di Lombardia and the Milano City Marathon.

As an Iconic Italian brand and a staple on Rodeo Drive, we at Dolce&Gabbana believe that the Gran Fondo Giro d'Italia has the potential to be an important driver of tourism and promotion for the city of Beverly Hills, and as such we are ready to endorse any collateral activities that can further the business and profile of Rodeo Drive.

Regards,

Anthony Beron
Director of Stores
Dolce&Gabbana USA, Inc.

DOLCE & GABBANA USA, INC.
148 LAFAYETTE STREET
NEW YORK, NEW YORK 10013
T. 212 750 0055
F. 212 750 5750
www.dolcegabbana.it



ECONOMIC DEVELOPMENT DIVISION
Office of the City Manager

November 5, 2012

To Whom it May Concern:

In July 2012, the City of Pasadena permitted the Gran Fondo Giro d'Italia, a one-day event featuring a mass-participation bike ride. The event started and ended within Pasadena city limits and featured a rolling escort at the start followed by a rules-of-the-road bike ride at a pre-determined point along the ride.

The event was conducted as a recreational bicycle ride with participants following provisions of the California Vehicle Code. The Gran Fondo Giro d'Italia organizers worked closely with the City of Pasadena Police, Fire, Transportation and Public Works Departments to ensure the overall safety of the event as it pertained to road closures, emergency management, and participant support.

The Pasadena Special Events Office permits upwards of 80 events per year and we've worked on high caliber events such as the Tournament of Roses Parade, Rock'n'Roll Half Marathon, and the Amgen Tour of California—to name a few. The City events team felt confident in the planning and execution of the Gran Fondo Giro d'Italia and would welcome them back to our City for future events.

Should you have any further questions about the event held in Pasadena, including our permit requirements, please feel free to contact me at (626) 744-7355.

Sincerely,

Michelle Bernal
Special Events Manager

THE CITY OF CORAL GABLES



OFFICE OF CITY COMMISSIONER

The City Beautiful

CITY HALL 405 BILTMORE WAY
CORAL GABLES, FLORIDA 33134

November 15, 2012

To whom it may concern:

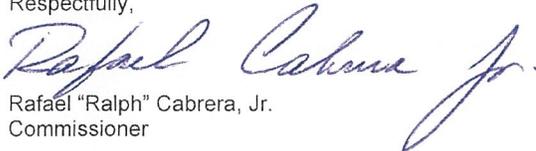
The City of Coral Gables was founded in the early 1920s as one of the first planned communities in the Southeast region of the United States, and still maintains the vision of its founder, George Merrick. Our city is unique in that our main business district is only 4 blocks wide, but over 2 miles long; the rest of the city's 24 square miles is primarily residential; our residents are largely affluent.

This past Sunday, November 11th, we hosted Giro d'Italia's 2nd US Gran Fondo. My office was initially approached by a group, including Matteo Gerevini and Sabra Nagel, requesting the closing of a section of our "Miracle Mile". The Mile is our marquee shopping and main business district. The event generated over 1,000 cyclists. In addition, the ride left our city early in an efficient manner, quickly, and without any incidents. Matteo, Sabra and the Giro Gran Fondo team worked closely with our city's special events staff (Parks & Recreation, Police, Fire Rescue, Public Works and Public Service), and their expertise generated a wonderful experience for all who watched and participated.

Their plans were well thought out, and they complied with all of our requirements. The event itself exceeded all of my expectations. Most importantly, there were no large groups of cyclists coming through during the busiest time of the day, and they obeyed the rules of the road. The event occurred without any complaints from our residents, had no negative impact on businesses, and was conducted in a safe and highly efficient manner. They are extremely professional and more than met the expectations set by the city's special events committee.

Again, we were delighted to be a part of this year's ride along with our neighbors at the City of Miami and look forward to this becoming an annual event. Should you have any questions, please contact me at (305) 460-5222 or at rcabrera@coralgables.com.

Respectfully,



Rafaël "Ralph" Cabrera, Jr.
Commissioner



THE CONSUL GENERAL OF ITALY
LOS ANGELES

December 3, 2012

Dear Mr. Gerevini,

I was glad to learn that "Gran Fondo Giro d'Italia" will propose Beverly Hills as locale for its 2013 edition.

In the United States, the fascination with "Giro d'Italia" goes well beyond the interest in the classic Italian bicycle race. Giro d'Italia expresses the allure of a Land rich in history and culture and Italy's creative excellence in industrial innovation and manufacturing.

The arrival in California of "Gran Fondo Giro d'Italia" – this last July -, it was greeted with enthusiasm not only by cycling devotees, but also by the many who admire our Country and see Italy as synonymous with style and taste.

The Consulate General of Italy in Los Angeles gave its full support to the 2012 edition of Gran Fondo Giro d'Italia. My participation in the race's starting ceremony wanted to underscore our encouragement to organizers and participants alike.

We stand ready to support the "Gran Fondo Giro d'Italia Beverly Hills" that should take place in the month of October 2013. Having witnessed the previous editions of the "Giro", I am certain that both organization and participation will satisfy the qualitative requirements of such a prestigious location.



Giuseppe Perrone

Mr. Matteo Gerevini
Manager
Gran Fondo Giro d'Italia