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: New Date for a Rodeo Drive Street Closure For A *Beverly Hills Under the Stars* Event

Attachment:
1. Letter of Support From The Rodeo Drive Committee
2. August 23, 2013 City Council Report Regarding *Beverly Hills Under the Stars*

INTRODUCTION

On August 23, 2012, The Beverly Hills Conference & Visitor Bureau (BHCVB) requested a Rodeo Drive street closure for a proposed food and beverage event entitled *Beverly Hills Under the Stars.* At that time, the City Council approved the event for the 200 and 300 blocks of North Rodeo Drive on September 27, 2012 and due to an insufficient timeframe in order to finalize logistical details, the event was cancelled just prior to the date and was to be rescheduled.

At this time, the BHCVB has provided a new date for the *Beverly Hills Under the Stars* event on Rodeo Drive for August 21, 2013.

This report is provided for information only, since the City Council has previously approved the event. Unless otherwise directed by the City Council, staff intends to proceed with the coordination of the plans as described in this report.

DISCUSSION

The attached August 23, 2012 City Council report provides the details for the food and beverage event which includes the same logistics as previously proposed and approved. The BHCVB has also provided an updated letter of support from The Rodeo Drive Committee indicating their endorsement of the event and Rodeo Drive street closure (see Attachment 1).

This unique event would be the first in the Southern California region and the organizers have chosen Beverly Hills as their desired venue. Approximately 700-1,000 guests are anticipated to purchase tickets in advance and agree to meet at a pre-determined location prior to being shuttled to the final destination. Guests are instructed to dress in white and must bring their own food and beverages in order to participate in the "chic picnic in a public setting" program.

STREET CLOSURE

The following information provides details of the street closures for this event:

- The 200 and 300 blocks of North Rodeo Drive and Dayton Way, between the alleys east and west of Rodeo Drive would be closed from 5 p.m. to midnight on Wednesday, August 21 for set-up, event activity and breakdown.

MERCHANT NOTIFICATION

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, will receive advanced notice of the upcoming activity.

FISCAL IMPACT

As a sponsor of the event, the BHCVB will be responsible for all City personnel costs and permit fees. As the City is a sponsor of the BHCVB, the street closure fee will not be charged. In addition, BHCVB 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

This report is provided for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with Police, Fire and Public Works personnel to coordinate and finalize the event plan and logistical details.

Gisele Grable
Approved By

Attachment 1

ATTACHMENT 1

BH
RODEO DRIVE

February 11, 2013

Honorable William Brien MD
And members of the Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor and Councilmembers,

On behalf of the Rodeo Drive Committee Executive Board, please accept this letter to inform you that we fully support the Beverly Hills Conference and Visitors Bureau's request to close Rodeo Drive on August 21 from 5 pm to midnight for Beverly Hills Dinner Under the Stars pending specific further details.

Please let me know if you have any questions.

Best regards,

Jim Jahant President Rodeo Drive Committee

Cc: Julie Wagner, Craig Donahue

Attachment 2

ATTACHMENT 2

CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: August 23, 2012

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: The Beverly Hills Conference & Visitors Bureau Request for a Rodeo Drive Street Closure For A *Beverly Hills Under the Stars* Event

Attachment:
1. Letter of Support From The Rodeo Drive Committee
2. *Beverly Hills Under the Stars* Information Materials

INTRODUCTION

Attached is information from The Beverly Hills Conference & Visitor Bureau (BHCVB) regarding a food and beverage event entitled *Beverly Hills Under the Stars* proposed for the 200 and 300 blocks of North Rodeo Drive on Thursday, September 27 from 6 p.m. to 10:30 p.m.

DISCUSSION

This premiere food and beverage event has been held in Paris and other international locations for 25 years and was recently launched in New York and San Francisco. For the first time, they would like to include the Southern California region and have chosen Beverly Hills as their desired venue. Approximately 700-1,000 guests are anticipated to purchase tickets in advance and agree to meet at a pre-determined location prior to being shuttled to the final destination. Guests are instructed to dress in white and must bring their own food and beverages in order to participate in the "chic picnic in a public setting" program.

It is anticipated the event will be filmed and possibly air on the television series "Top Chef." A documentary about the history of the event is currently being filmed and is anticipated to be shown at the Sundance Film Festival; footage of the Beverly Hills event may be included.

STREET CLOSURE

The following information provides details of the proposed street closures for this event:

- The 200 and 300 blocks of North Rodeo Drive and Dayton Way, between the alleys east and west of Rodeo Drive would be closed from 4 p.m. to midnight on Thursday, September 27 for event set-up, event and breakdown activity.

MERCHANT NOTIFICATION

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, will receive advanced notice of the upcoming activity.

The Rodeo Drive Committee has provided a letter of support (see Attachment 2) indicating their endorsement of the event and Rodeo Drive street closure.

FISCAL IMPACT

As a sponsor of the event, the BHCVB will be responsible for all City personnel costs and permit fees. As the City is a sponsor of the BHCVB, the street closure fee will not be charged. In addition, BHCVB 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

Community Services has reviewed the preliminary event details with Police and Fire personnel and has determined the event is feasible with the proper staffing. Staff and the BHCVB also hope to be reviewing this request with the City Council Liaison Committee prior to the August 23 study session. With the prestige and international publicity generated by this event, staff supports approval of the request to close North Rodeo Drive as outlined above.

Beverly Hills Conference & Visitors Bureau representatives will be available at the August 23 study session in order to provide updated details of the event. City Council direction is respectfully requested regarding the BHCVB's request to close the 200 and 300 blocks of North Rodeo Drive for the *Beverly Hills Under the Stars* event on Thursday, September 27, 2012.

Gisele Grable
Approved By

BH
RODEO DRIVE

August 15,2012

Honorable William Brien MD
And members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor and Councilmembers,

On behalf of the Rodeo Drive Committee Executive Board, please accept this letter to inform you that we fully support the Beverly Hills Conference and Visitors Bureau's request to close Rodeo Drive on September 27 from 5 pm to midnight for Beverly Hills Dinner Under the Stars pending specific further details.

Please let me know if you have any questions.

Best regards,

Jim Jahant
President
Rodeo Drive Committee

Cc: Julie Wagner, Craig Donahue

A

BEVERLY HILLS UNDER THE STARS

Paris • Berlin • Singapore • Brisbane • Sydney • Cincinnati• Montreal • Toronto • Quebec • Vancouver • Philadelphia • New York City • Kigali • Abidjian • Barcelona • Boston • Las Vegas • Mexico City • New Orleans • San Juan

The Most sought after foodie event of the year is coming to California

A well kept secret….

At the last minute, the location is given to thousands of friends and acquaintances who have been patiently waiting to learn the event's secret place. Thousands of people, dressed all in white, and conducting themselves with the greatest decorum, elegance, and etiquette, all meet for a mass "chic picnic" in a public space.

Over the course of an evening, the diners enhance
the function and value of their city's public space by participating in the unexpected. Beyond the spectacle and refined elegance of the dinner itself, guests are brought together from diverse backgrounds by a love of beauty and good taste.

The event recalls the elegance and glamour of court society, and diners engage one another knowing they are taking part in a truly magical event.

There are no disruptions: no car traffic, no pedestrian traffic, except for the occasional amazed and astonished looks from passersby at the scene unfolding before them. And we, as they, wonder whether it's all not a dream…

Imported from France...

Launched with just a handful of friends more than 20 years ago, Paris' *premier food and beverage event* now brings together nearly 15,000 people each year in some of the most prestigious locations throughout Paris.

Founded by François Pasquier in 1988, the concept came out spontaneously when after a few years abroad he wanted to hold a dinner party to reconnect with friends.
So many wanted to come that he asked them to convene at the Bois de Boulogne and to dress in white, so they could find each other. Each friend was required to bring a friend.

24 years later, the French capital's most prestigious sites have played host to it: the Pont des Arts, the Eiffel Tower garden, the Louvre Pyramid, the Trocadero Esplanade, Place Vendôme, the Château de Versailles, the Esplanade
de Notre-Dame, the Esplanade des Invalides, the periphery of the Place de l'Étoile, the Champs-Élysées, Place de la Concorde and last year: The Carousel du Louvre.

Following in the footsteps of Paris, one of the sons of Francois Pasquier, Aymeric Pasquier and associated himself with Sandy Safi to launch the first US event in New York. On August 25th, 2011, 1200 diners (selected from over 30,000 hopefuls) celebrated outdoors in front of the wonderful World Financial Center in Battery Park. Guests dressed in elegant white, brought their own epicurean feasts, tables, chairs, glasses, silver and white napery.

BEVERLY HILLS UNDER THE STARS
Schedule of Event: Thursday, September 27, 2012

4PM – Street closure
4PM to 6PM: Set Up Providers (Lounge Area, Audio Equipment for Smooth Jazz, Helium Balloons)

5.15PM: Guests begin arriving at the Meeting Point (outside of Beverly Hills. Guests are bused into the city to keep location secret until the end).

6PM: Guests Departure Meeting Point

6.30PM: Guests Arrival at the Los Angles Location

7.PM: Dinner starts

8.30PM: Opening Dance floor

10PM: End of Music

10.30 PM: End of the event + Everyone clean his place

10.45 PM: Guests leave the area (Public Transportation, Taxi, Car...)

10.45: Providers come to pick up the equipment (lounge area, Music equipment...) + cleaning team

11.59PM: Everybody's gone, area is clean.
12.00 AM: Street reopens

Organization:

Total Guests: 1250 expected
Total Volunteers Leaders: 25

Food Provisions
Guests bring their own picnic baskets and wine.
Area would need to be cordoned off to allow meet ABC standards.
Event is ticketed and only ticket holders would be allowed in the cordoned area.
Passerby's will be allowed on the sidewalks.

Proposed location:
200 Block of Rodeo Drive between Dayton Way and Wilshire Blvd.

Exclusives this year:

-The organization's events have filmed with Top Chef TV show – the airing will mention the upcoming event.

-A Documentary about the history of the event is currently being filmed and it seems to have caught the interest at the Sundance Film Festival. World-renown Cinematographer filming. Footage of Beverly Hills would potentially be included.

-An LA based PR Agency will be handling all media requests for this exceptional year where over 19 events worldwide will be launched.

BHCVB will sponsor by helping to organize the event in the city and covering all permit and officer fees.

Past New York event garnered media coverage in the following News Papers and Print Media :

- O The New York Times
- O The Independent
- O Le Parisien
- O New York Post
- O New York Daily News
- O The Village Voice
- O The Atlantic
- O France-Amérique
- O La Presse/Cyberpresse
- O Zagat
- O The New York Observer
- O The Wall Street Journal
- O Vogue.com

Full International and National Press Kit available upon request.