



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 11, 2013
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Amanda Foundation Barkday on Sunday, June 23, 2013
Attachment: 1. Letter from The Amanda Foundation

INTRODUCTION

The Amanda Foundation is seeking to hold the 1st Annual Barkday on Foothill Road between Third Street and Alden Drive on Sunday, June 23, 2013 from 11:00 a.m. to 4:00 p.m.

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

DISCUSSION

The 1st Annual Barkday is a birthday celebration for rescued dogs and will help to raise funds for The Amanda Foundation's Free Spaymobile and other rescue programs. The event will include pet adoptions, police dog demonstrations, vendor booths containing dog related merchandise and children's activities such as face painting and magicians.

As proposed, booths and tables will be set up on the Amanda Foundation's property and on the sidewalk between Alden Drive and Third Street. The event will be open to the general public and there will be no entrance fee required.

In addition, adjacent neighbors as well as other Beverly Hills businesses are being invited to participate in the event (i.e. Mercedes-Benz, Participant Media and Google TV for example).

Staff has also discussed the proposed street closure with Farmers' Market and Public Works staff as well as police personnel and they have expressed no concerns with the logistical details and are supportive of the event. Access to the Market, Public Works Facility and the 9333 West Third Street Parking Structure will be available for Farmers' Market patrons and Public Works staff.

STREET CLOSURE

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

- Foothill Road, between Alden Drive and Third Street from 8:00 a.m. to 6:00 p.m. on Sunday, June 23 to allow time for set-up and breakdown activities. The street closure is to ensure the safety of the attendees and to place some sponsor vehicles. *(Please Note: The street closure plan as noted is similar to the closure logistics for the biannual Public Works Hazardous Waste Round Up program.)*

BUSINESS NOTIFICATION

Letters of notification will be distributed to all adjacent businesses informing them of the upcoming activity. Many businesses in the affected area are already aware of the event and have been invited to participate in the festivities.

FISCAL IMPACT

All City costs and fees will be the responsibility of The Amanda Foundation, including street closure fees. The Amanda Foundation will provide a Certificate of Insurance in the amount of \$2 million naming the City 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 and Public Works personnel to coordinate and finalize the event plan and logistical details for the Amanda Foundation's 1st Annual Barkday on Sunday, June 23, 2013.

Gisele Grable
Approved By



Attachment 1



The Amanda Foundation

March 25, 2013

Dear Ms. Miller,

I am writing to request a street closure on North Foothill Road between Alden Ave and Third Street on Sunday June 23rd 2013 for an event benefitting The Amanda Foundation. The Street closure would be from eight am until six pm. The closure is primarily for safety and traffic reasons and to display some of our sponsor's vehicles. The majority of the activity will be on the sidewalk and the property of The Amanda Foundation at 351 North Foothill Road.

The name of the event is "Barkday" and the theme will be a birthday party for rescued dogs everywhere. We are inviting our neighbors, Mercedes-Benz, Participant Media, and Google TV, to be involved with our event as well as several other Beverly Hills businesses.

The event will open to the public at 11 am until 4 pm and will feature dog adoptions, dog entertainment including; agility dogs, police dog demonstration, obedience trials, and a faux dog show for the public's dogs. We will have vendor's booth's selling dog related merchandise and fun activities for children such as face painting, clowns, games, and magicians. There will be no entrance fee although we will have donation boxes on site.

The purpose of the event is to raise funds for The Amanda Foundation's Free Spaymobile and other rescue programs. The funds raised will be primarily by sponsorships for the event. If you have any questions I can be reached daily at 310-968-6670. Thank you for your assistance with our request.

Sincerely,

A handwritten signature in black ink that reads "Teri Austin". The signature is written in a cursive, flowing style.

Teri Austin

President

The Amanda Foundation