



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: Beverly Hills Chamber of Commerce's Annual Health, Fitness
& Beauty Expo on Sunday, May 5, 2013

Attachment: 1. Letter from the Beverly Hills Chamber of Commerce

INTRODUCTION

The Beverly Hills Chamber of Commerce is seeking to hold its 10th Annual Health, Fitness & Beauty Expo on Sunday, May 5, 2013 from 9:00 a.m. to 1:00 p.m. on West Third Street adjacent to the Beverly Hills Farmers' Market.

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

As in previous years, the event will take place in conjunction with and adjacent to the Farmers' Market for the purpose of obtaining greater visibility in the community as well as attracting Market patrons. Farmers' Market staff is aware of the request and have indicated no concerns with holding the two events simultaneously. Over the last several years, it has been a highly successful event.

As proposed, booths will be set up on Third Street, adjacent to the Farmers' Market and will extend east to the City yard driveway. The Chamber Expo will feature health screenings, fitness experts and beauty specialists. Exhibitors must be members of the Beverly Hills Chamber of Commerce in order to participate in the event.

FISCAL IMPACT

The Beverly Hills Chamber of Commerce will be responsible for all City costs and fees. In addition, a Certificate of Insurance in the amount of \$2 million naming the City as an additional insured will be provided by the Chamber.

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 City staff to coordinate and finalize the event plan and logistical details for the Chamber of Commerce's 10th Annual Health, Fitness & Beauty Expo on Sunday, May 5, 2013 adjacent to the Farmers' Market.

Gisele Grable
Approved By

A handwritten signature in black ink, appearing to read 'Gisele Grable', is written over a horizontal line. The signature is stylized and includes a long horizontal stroke extending to the right.

Attachment 1



March 20, 2013

Benita Miller
Special Events Coordinator
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Benita,

This letter puts into writing Beverly Hills Chamber of Commerce request for the use of the 9300 block of West Third Street beginning at Civic Center Drive adjacent to the Farmers' Market, for the Beverly Hills Chamber of Commerce Health, Fitness, and Beauty Expo on Sunday, May 5, 2013 from 9am to 1pm.

This is the Chamber's tenth annual Health, Fitness and Beauty Expo, and we are eager to continue the success of this event that benefits both the City and the Chamber by providing a health-conscious event to residents and consumers, while also promoting local businesses that are geared toward advocating healthy lifestyles. We expect at least 4,000 people to attend the event, as it runs consecutively with the Farmers' Market. We will also be conducting extensive marketing and promotion of the event that will increase awareness of the Expo.

Currently, the Expo's schedule is to begin set-up at 4:00am, as soon as the street closes for the Farmers' Market, with the set-up completed by 8:30am. We will begin the tear-down process upon the conclusion of the event at 1:00 pm. Our configuration for participants at the Expo calls for one (1) stage at the intersection of Civic Center Drive and Third Street on the South East corner with booths to be set up on either side of Third Street perpendicular to Civic Center Drive leading toward Foothill Road.

The Beverly Hills Chamber of Commerce will comply with all special event rules and regulations required by the City, and are grateful for your consideration of this request. The Chamber looks to make this a recurring event that will be enjoyable, informative, and successful for many years to come.

We are anxious to secure the City's approval of this request as soon as possible, so that we may continue the planning and development of this important event. Please contact the Chamber's Sponsorship and Event Manager, Charisse Older, at 310-248-1000 ext. 113 or older@beverlyhillschamber.com if you have any questions.

Sincerely,

Charisse Older
Sponsorship & Event Manager
Beverly Hills Chamber of Commerce