



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 23, 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. Beverly Hills Chamber of Commerce Letter of Support
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 a Gran Fondo Giro d'Italia Beverly Hills bicycling event and Bike Expo on Saturday through Sunday, November 2-3, 2013. The event would include:

Saturday, November 2

- Bike Expo in Beverly Canon Gardens
- VIP Reception in the City Hall Municipal Gallery

Sunday, November 3

- Bike kick-off from the 300 and 400 blocks of North Rodeo Drive
- Finish Line and Bike Expo on the 400 block of North Crescent Drive adjacent to City Hall

The Gran Fondo Giro d'Italia Beverly Hills bike event would be part of a worldwide series of amateur cycling events. Although RCS Sport organizes these amateur cycling events, it is also the same company that owns and organizes the professional cycling race Giro d'Italia in Italy, which has a hundred year history that began in 1909. 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. The 2011 Gran Fondo bike event in Beverly Hills was a pleasure ride, not a "start to finish" competitive event, and the route traveled from Beverly Hills to the Santa Monica Mountains and back. The event was a well-received program that was part of an Italian Week Festival and included over 1,300 riders, as well as support from the local community, including the Rodeo Drive Committee and the Beverly Hills Conference & Visitors Bureau.

An updated Gran Fondo Giro d'Italia Beverly Hills proposal was reviewed recently by the City Council Liaisons for Special Events, Vice Mayor Bosse and Councilmember Krasne with the Gran Fondo Giro d'Italia representative Matteo Gerevini. The City Council Liaisons provided valuable suggestions that assisted with the development of new elements in the updated proposal, including a reduction of impacts to North Crescent Drive.

DISCUSSION

The 2011 Gran Fondo Colnago Los Angeles event (which occurred on a Sunday in June 2011), was 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 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/RCS Sport, 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 will also include three options for riders (a short route: 20-30 miles; medium route: 50-60 miles; and a long route: 90-100 miles).

On Saturday, a Bike Expo would be situated in the Beverly Canon Gardens from approximately 10 a.m. to 4 p.m. and 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 general public. The Gran Fondo will also offer an opportunity to Beverly Hills businesses that would be interested in presenting their products and/or information. There will also be a reception in the Municipal Gallery with participation from a local restaurant(s) on Saturday evening.

On Sunday, November 3, 2013, Gran Fondo Giro d'Italia is seeking to begin the ride from Rodeo Drive with the same logistics as 2011. The cyclists would line up along North Rodeo Drive, travel north to South Santa Monica, then cycle northwest on Wilshire Boulevard, exiting the City prior to 9 a.m. In addition, they are also proposing the closure of the 400 block of North Crescent Drive, adjacent to City Hall where they would set up the finish line, and continue the Bike Expo with cycling-related activities and vendors, as well as a recognition/award ceremony. The event would also be located along City Hall's Crescent side lawn and courtyards and would occur from approximately 9 a.m. to 4 p.m. on Sunday only.

The Rodeo Drive Committee (RDC), and the Beverly Hills Chamber of Commerce are both supportive of the Gran Fondo event (see attached letters of support from each group). The updated location of Beverly Canon Gardens for the Bike Expo was supported and encouraged by the Chamber, since it will bring the participants in proximity to the Business Triangle, and further encourage shopping and dining that will be easily accessed within walking distance for exploration by the cyclists and their guests and families. If approved, Gran Fondo Giro d'Italia would work with the RDC and Beverly Hills Conference & Visitors Bureau (BHCVB) to determine the best theme, focus and marketing efforts for Beverly Hills for a 2013 event. With the event's close connections to the Giro d'Italia in Italy and its hundred year history, it is suggested that there may also be some additional marketing opportunities with Beverly Hills' own Centennial Celebration efforts.

The company, RCS Media Group, that owns Giro d'Italia/RCS Sport, also 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. Future Gran Fondo Giro d'Italia events are confirmed to occur in Pasadena, California (6/2/13) and Miami/Coral Gables, Florida (11/10/13). As the event continues to expand, the promotion of new events and cities have also included: Monterey, California (4/20/13); and New York City, New York (5/5/13) and are anticipated to also occur in 2014. Further international expansion is proposed for 2014 into Great Britain, Netherlands, Australia, Mexico, and Israel. With these global events, there is opportunity to further assist the BHCVB in its efforts of promoting Beverly Hills tourism internationally.

In an effort to also include children into the event and encouraging cycling at a young age, the Gran Fondo is also proposing to work with the Beverly Hills Education Foundation in a fundraising partnership.

If 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 concerns with the event's professional cycling manager, and will recommend adjustments as needed. An update to the City Council will be provided after the details and logistics have been coordinated with the appropriate City Departments.

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 CLOSURES

The following information provides preliminary details of proposed street closures on Sunday, November 3, 2013 only:

- The 300 and 400 blocks of North Rodeo Drive would be closed from 5 a.m. to 9 a.m.
- The 400 block of North Crescent Drive from 6 a.m. to 6 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).

Staff checked with the Annenberg Cultural Center representatives to confirm their "grand opening" dates under consideration, and was informed that the proposed date would not conflict with their event activities. In addition, any load-in requirements for the Annenberg have been noted, and would be taken into account during the Expo set-up activity on Crescent Drive (if required).

Staff has also spoken with and informed the tenants adjacent to the Beverly Canon Gardens of the Bike Expo, and they have not expressed any concerns with the activities proposed for Saturday, November 2, 2013. In addition, staff is currently contacting Crescent Drive merchants, and will provide updates to the City Council at its May 23 meeting. If the Gran Fondo is approved for 2013, notification efforts of the one-day closure would still also be provided just prior to the event on November 3.

FISCAL IMPACT

In 2011, Gran Fondo Colnago 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 \$40,000 (with a rough estimate of \$12,000 for personnel costs, and \$28,000 in permits, 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 on the bike jerseys and marketing materials, and incorporating the Beverly Hills name within its event title. *(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 conduct a *Gran Fondo Giro d'Italia Beverly Hills* Cycling Event on Saturday and Sunday, November 2-3, 2013 in Beverly Hills;
- to utilize the Beverly Canon Gardens for the Bike Expo on Saturday only;
- to close the 300 and 400 blocks of North Rodeo Drive on Sunday;
- to close the 400 block of North Crescent Drive on Sunday only;
- to utilize the available space adjacent to City Hall on Crescent (with approval from Fire and Building & Safety); and use of the Municipal Gallery; and
- whether or not to provide full, partial or no City sponsorship total estimated at \$40,000 (\$28,000 in permit/etc. fees and \$12,000 in personnel costs).

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
ggrable@beverlyhills.org

Milan, May 13th, 2013

Object: Gran Fondo Giro d'Italia in Beverly Hills

Dear Jeff 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 2013. The dates that we have already discussed for this event is November 3rd.

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 professional racers since 1909.

In 2013 the events that we will organize are the following:

- Gran Fondo Giro d'Italia Sea Otter Classic-Monterey (CA), April 20
- Gran Fondo Giro d'Italia Five Boro-New York (NY), May 5
- Gran Fondo Giro d'Italia Los Angeles-Pasadena-Pasadena (CA), June 2
- Gran Fondo Giro d'Italia Miami-Coral Gables (FL), 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, Israel, Ireland and other countries.

The Gran Fondo will follow the same concept of the event that I have organized in 2011 and that started from Rodeo Drive (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 the possibility to receive support from the City for the



communication of the event and the logistical aspect of it, with some support in term of reduction of the city costs, where it is possible.

The provisional program of the event is be the following:

- Saturday, November 2

- 10 AM - 4 PM Bike Expo at Beverly Canon Gardens
- 7 PM - 10 PM VIP Reception at City Hall Municipal Gallery

-Sunday, November 3

- 5 AM - 8:00AM closure on 400 block of North Rodeo Drive for start of ride
- 7 am Start of the ride at the end of Rodeo Drive, besides the Brooks Brother shop
- 6 AM - 5 PM closure on Crescent Drive / front of City Hall
- 9 AM - 4 PM Bike Expo on Crescent Drive / front of City Hall

The Giro d'Italia is a world know event, with more than 100 years of history: this can be a great opportunity to link the centennial of Beverly Hills with an event that has almost the same age, and create a lot of marketing opportunities.

Our goal is to create also lot of activities for the local business, as hotel, restaurant, catering, shop....., to drive our participants to them and to use them as our supplier. This is the reason why our company is going to become member of the Beverly Hills Chamber of Commerce, and we will support and participate in all the activities of the association. And we will offer a special area in our Expo for the local business that want to come to present their products

We would like to have an arrangement with some selected restaurant in the city to create a special menu for the participants to our Gran Fondo during the week of the event, so they can be motivated to come to Beverly Hills also during the week to taste this special menu.

Besides the "business aspect" we want also to involve the family and the kids to our event, and this is the reason why at the Expo we want create some special activities for kids as a bike school to teach them how to ride the bike with the presence of famous cycling celebrity. And we want also to have as our partner the Beverly Hills Education Foundation, to raise money for them and also to create some special activities that can be organized for the students (i.e invite some students to special courses in Italy during summer time and similar)

As I already wrote before the name of the event can be *Gran Fondo Giro d'Italia Beverly Hills* and we would like to have the possibility to include the shield of the city in the bike jersey that we will give to the participants.

We will promote this event internationally, to drive participants especially from outside the city of Los Angeles, to emphasizes the possibility to leave a unique week end in Beverly Hills. We have actually 20 international travel agency that are promoting our events in several countries (UK, Italy,





Brasil, Mexico, Belgium, Netherland, Australia, Israel, Germany), and so we are planning to increase the international participations to our events in the next years.

I'm sure we can build something that will grow year after year, and we can already count in the support of several sponsors and Italian institutions for a Gran Fondo Giro d'Italia in Beverly Hills, and this will allow us to start this event with high-level contents and communication.

We have also a very good relation with Studio Musica, the company that is probably organize the restaurant event " Sotto le stelle" in September in Beverly Hills, and so we can create a strong relation and partnership with them to promote both the event.

Please let me know if you need more information to have the official approval for the event,

Regards

Matteo Gerevini
Gran Fondo Giro d'Italia



Attachment 2

Honorable Mayor and City Council
City Hall
455 N Rexford Drive
Beverly Hills, CA 90210

May 7, 2013

Honorable Mayor and City Council,

The Beverly Hills Chamber of Commerce expresses its support of the proposed Gran Fondo d'Italia Bike Event on November 2-3, 2013 with one day of street closure on Crescent Drive, between City Hall and The Annenberg Center for Performing Arts. The event could potentially be beneficial to our business community by driving traffic to the City on a Saturday and Sunday. It will provide an opportunity to a few local merchants to participate in the event and related activities. Attendees of the event will be able to easily dine at our restaurants and walk around and shop while in Beverly Hills. In addition, the event could be a nice occasion to bring the residential community and the business community together.

Warm regards,



Alex Stettinski
Executive Director

cc: Gisele Grable, Community Services Administrator

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 black ink, appearing to read 'James Jahant', is written 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.



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

THE CITY OF CORAL GABLES



OFFICE OF CITY COMMISSIONER

CITY HALL 405 BILTMORE WAY
CORAL GABLES, FLORIDA 33134

The City Beautiful

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,

A handwritten signature in blue ink that reads "Rafael Cabrera Jr." in a cursive style.

Rafael "Ralph" Cabrera, Jr.
Commissioner



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