



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: Rodeo Drive Concours d'Elegance Car Show
Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter was submitted by The Rodeo Drive Committee providing information regarding its 16th Annual Concours d'Elegance Car Show on the 200, 300 and 400 blocks of North Rodeo Drive and a portion of Brighton Way on Father's Day, Sunday, June 16, 2013 from 10 a.m. to 4 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

In celebration of Learjet's 50th anniversary, "The Jet Age" will be the theme for 2013. In addition to the one-of-a kind vintage and racing cars, a mock-up Lear Jet (without the wings), will be displayed on the 200 block. The Jet Age marked a time when carmakers redesigned their automobiles to highlight the most extreme designs reflecting streamlining and speed. The event will also include a car awards presentation, sponsor booths and refreshments.

The event will be highly publicized and is anticipated to draw local and national press/media as well as a large number of spectators (attendance is estimated at 20,000+ over the course of the day). Over the years, the Concours d'Elegance Car Show has been a successful event that consistently attracts positive local and national media coverage and is always very well attended.

In addition, the Rodeo Drive Committee is working on a proposed promotional banner campaign.

STREET CLOSURES

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

- 200 block of North Rodeo Drive
Closed from 8 p.m. on Saturday, June 15 through 8 p.m. on Sunday, June 16
- 300 and 400 blocks of North Rodeo Drive
Closed from 11 p.m. on Saturday, June 15 through 8 p.m. on Sunday, June 16
- Brighton Way, east of 9510 Brighton Way parking structure to Beverly Drive
Closed from 11 p.m. on Saturday, June 15 through 8 p.m. on Sunday, June 16
- Dayton Way, between the alleys east and west of Rodeo Drive
Closed from 5 a.m. through 5 p.m. on Sunday, June 16

The City's parking structure at Rodeo Drive and Brighton Way, as well as Two Rodeo's parking structure will remain accessible for public parking throughout the day. All merchants will have vehicular access to their businesses via the alleys east and west of Rodeo Drive.

MERCHANT AND RESIDENT NOTIFICATION

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity.

The churches located on Santa Monica Boulevard will be provided a letter detailing the event activity and street closures. Residents adjacent to the churches will also be notified in advance of the planned activity and informed that if any special parking arrangements are required, they can contact the Transportation Department prior to the event if necessary.

FISCAL IMPACT

As the City is a co-sponsor of the Concours d'Elegance, the street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

This report is for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City personnel to coordinate and finalize the event plan and logistical details for the Rodeo Drive Concours d'Elegance Car Show on Sunday, June 16, 2013.



Approved By

Attachment 1



Benita Miller and Scott Lipke
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

April 29, 2013

Dear Benita and Scott,

On behalf of the Rodeo Drive Committee, we are pleased to announce the Committee will once again present the Rodeo Drive Concours D'Elegance on Sunday, June 16, 2013. This year's event, entitled "The Jet Age", will be held on the 200, 300, and 400 blocks of North Rodeo Drive, along with Brighton Way from 10 a.m.-4 p.m., and will be free and open to the general public. As usual, this event is being sponsored by the City of Beverly Hills.

The event will include a display of over 100 exquisite automobiles featuring one-of-a-kind custom cars, a mock up lear jet (no wings), sponsor booths and possibly a few food trucks. The Concours d'Elegance will be highly publicized to draw local, regional and national media and spectators. In addition, a three-week (May 30 – June 17, 2013) banner program on Rodeo Drive is proposed to promote the event; preliminary artwork is forthcoming for City Council review and approval.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for the following street closures:

200 Block of N. Rodeo Drive

8:00 p.m. Saturday, June 15 – 8 p.m. Sunday, June 16, 2013

300 and 400 Blocks of N. Rodeo Drive

11 p.m. Saturday, June 15 – 8 p.m. Sunday, June 16, 2013

Brighton Way

between 9510 Brighton Way Parking Structure and East of Rodeo Drive to Beverly Drive

11 p.m. Saturday, June 15 – 8 p.m. Sunday, June 16, 2013

Dayton Way

between the alleys East and West of Rodeo Drive, (leaving access to 2 Rodeo Parking Structure

5 a.m. Sunday, June 16 – 8 p.m. Sunday, June 16, 2013

As the Rodeo Drive Concours d'Elegance will attract thousands of visitors and shoppers to the Golden Triangle, we respectfully request support for the proposed street closure.

Thank you for your consideration.

Sincerely,

Jim Jahant, President
Rodeo Drive Committee

Cc: Gisele Grable, City of Beverly Hills
Craig Donahue & Ann Friday, The Donahue Group