



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** July 2, 2013  
**To:** Honorable Mayor and City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** ASICS LA Marathon Request for 2014  
**Attachment:** 1. Letter of Request for 2014 ASICS LA Marathon Event

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### INTRODUCTION

The LA Marathon has provided a letter of request seeking to include Beverly Hills in its 2014 race on Sunday, March 9, 2014. The route and logistics would be the same as in 2013.

### DISCUSSION

On Sunday, March 17, 2013 and for the fourth year in a row, the City of Beverly Hills participated in the ASICS LA Marathon event. With cooperation between four cities and the Veteran's Administration, the "Stadium to the Sea" course was the same as in previous years, traveling from downtown Los Angeles, through the Cities of West Hollywood, Beverly Hills, West Los Angeles (including Veteran's Administration), to Santa Monica. In addition, for the last two years, City staff began opening the City's streets starting at noon, and had all streets open to vehicular traffic by approximately 1:00 p.m.

Key elements for the 2013 ASICS LA Marathon event included:

- All permits, fees, equipment and personnel costs were covered by the Marathon (\$90K).
- The City's Emergency Operations Center (EOC) was in operation and assisted with the coordination and facilitation of the event within Beverly Hills. WebEOC was also utilized by the Beverly Hills EOC and Multi-Agency Center in Los Angeles to provide information, as well as track and manage the event. The Police Department was the lead agency for Operations.
- The City's Emergency Hotline (310.550.4680) was used to assist with calls. Less than 35 calls were received this year (pre-race and "day of"), which is a dramatic decrease from previous years (approximately 125 calls in 2012 and 227 calls in 2011.) PLEASE NOTE: the majority of calls were seeking directions; only a couple were complaints.
- 102 City resident runners participated in the 2013 Marathon.
- The majority of volunteers (110+) that assisted at the central Water Station #16 which was coordinated by former Recreation & Parks Commissioner Kathi Rothner included a majority of Beverly Hills residents (BHUSD students, PTA members, Boy Scouts, Team Beverly Hills members, City Commissioners, etc.).
- Seven Beverly Hills hotels were included on the Marathon's website as official hotels, and a shuttle service was provided to the Marathon's start/finish lines for hotel guests.
- Mini Block Party coordinated by the City included participation with local merchants and schools: Beverly Hills Market; Innate Balance Chiropractic; Beverly Hills elementary schools/PTA; etc.

- Information and images from Beverly Hills were regularly included in the international media outreach through news segments as well as online and print press.
- Local media coverage also included:
  - Prior to race day - Former Mayor Dr. William Brien was interviewed and featured on KTLA; a KTLA reporter also provided a key interview in Beverly Hills of a representative from the Marathon's official charity;
  - On race day - a KTLA reporter was stationed at Rodeo Drive and Wilshire Blvd. to follow the progression of the race;
  - After the race - KTLA's coverage was re-broadcast nationally on Universal Sports.
- The intersection of Rodeo Drive and Wilshire Boulevard continued to be the prime location of a popular and interactive, large scale video board provided by ASICS, called "Support Your Marathoner" and included an opportunity for friends and family members to send personalized text messages to help motivate the runners.
- The Marathon assisted with fundraising efforts by **local** branches of charity groups and organizations (such as the Concern Foundation, Lupus LA, American Cancer Society, American Heart Association, etc.).

### Elements for Consideration

- Provides opportunity to utilize and test the City's Emergency Operations Center operations and equipment, as well as City staff and volunteers in a regional/multi-jurisdictional scenario in a non-emergency setting. This opportunity also assists in building regional relationships, as well as correcting any issues that may arise through the process.
- Inclusion of City website links on Marathon's website (City of Beverly Hills; Conference & Visitors Bureau; seven Beverly Hills hotels; etc.).
- International media coverage (Beverly Hills is often a highlighted feature in coverage).
- Increased revenue including Transient Occupancy Tax/TOT monies.
- Provides opportunity for residents and local merchants to participate in a community activity.
- Provides residents an opportunity to observe the Marathon without having to travel across town. *Positive comments have included the ability to walk or bike to the event instead of driving across town.*
- Ability for City staff to provide north/south access to vehicular traffic starting at noon, and completely re-opening by 1:00 p.m.
- Assists in fundraising efforts for local branches of charitable organizations.
- Potential promotional opportunities for City's Centennial/100<sup>th</sup> Anniversary programming efforts. One idea has been to move the Rodeo Drive block party to Crescent Drive, adjacent to City Hall and the primary Water Station in Beverly Hills, where the majority of the volunteers are residents.
- Community's and staff's familiarity with the route assists in the facilitation of logistical details as well as addressing any areas of concern. Staff and volunteers are able to deal with issues either during the event or in advance of the race (calls/emails have dramatically decreased in recent years with the community's familiarity of the race elements).
- One new element that is proposed for 2014, includes a focus on increasing hotel room bookings in Beverly Hills, through a marketing plan that will target Japanese tourists and runners.
- Although the LA Marathon, the Beverly Hills Office of Emergency Management, and Police Department normally work closely in regards to security and safety issues, they have already discussed and are actively working with representatives of other marathons and large-scale events nationwide to review and incorporate as appropriate, enhanced security measures (whether for another marathon or any large events within the City).

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- Redirects north/south City access (if required) from 6:00 a.m.-12:00 p.m. (*Sunday mornings before noon is normally the quietest time period within the City for vehicular traffic.*)

City staff reviewed this recent request with the City Council Liaisons Vice Mayor Bosse and Councilmember Krasne, who recommended support for the 2014 event with the following conditions:

- So long as there is not a significant contingency of businesses and/or residents who are against the event. (*Staff will provide copies of any comments that have recently been received at the July 2 meeting.*)
- Advance notification is provided to the appropriate groups (Homeowner Groups; Chamber of Commerce/Businesses; Churches along Santa Monica, Rodeo Drive Committee, etc. (*Notification of the July 2 City Council meeting has been provided to the groups previously mentioned.*))
- Increased security measures. (*Which are already being reviewed/discussed/instituted for any and all large scale City events by the Office of Emergency Management and the Police Department.*)

Howard Sunkin, Senior Vice President with the McCourt Group, will be in attendance at the July 2 study session to provide updates and to answer any questions that the City Council may have regarding their proposal for inclusion of Beverly Hills in their 2014 ASICS LA Marathon on Sunday, March 9, 2014.

City Council direction is respectfully requested.

Gisele Grable



Steve Zoet  
Approved By



# **Attachment 1**



# MARATHON

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June 3, 2013

The Honorable John Mirisch  
Mayor of Beverly Hills  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Mayor Mirisch:

The 2013 ASICS LA Marathon – the fourth running of the Stadium to the Sea course – was a resounding success; nearly 24,000 people registered for the race, record numbers of spectators lined the course, and operationally the event achieved a new standard of excellence.

Cooperation between the four cities and the Veteran's Administration continues to be an important factor in the success of the ASICS LA Marathon: the Stadium to the Sea course is not only appealing to runners, but it weaves together the special attributes that make our region such a special place to live and visit. The Marathon is quickly becoming one of the marquee events to celebrate our region locally, and to market our best attributes nationally and globally.

As we move forward in planning for the 2014 race, we respectfully request a renewal of our agreement with the City of Beverly Hills and the continuation of our successful partnership for the another year.

The City of Beverly Hills is a critically important part of the Stadium to the Sea course. By directing runners through Beverly Hills and down Rodeo Drive, the course provides an ideal local, national and international showcase for Beverly Hills' signature style and renowned businesses. We would also like to incorporate your Centennial Celebration in our 2014 race, and your input is truly needed.

This year, the iconic intersection at Rodeo Drive and Wilshire Boulevard was a dominant source of activity, much of it captured in the live broadcast and in media coverage leading up to the race. Rodeo/Wilshire was the site of one of the innovative ASICS "Support your Marathoner" video boards, a wildly popular addition to the course that motivated runners by delivering personalized messages from friends and family. Water Station 16 at South Santa Monica Boulevard and Crescent Drive became the "Arrowhead Hydration Zone" when our corporate partner, Nestle Waters decided that Beverly Hills would be a prime location for their sponsorship activation. The water station captain and volunteers, who are mainly Beverly Hills residents, fully embraced this opportunity which helped to give a warm welcome to the runners as they entered the city. The high-energy cheerleading teams at "Cheer Alley" created more excitement, and proved to be a hit for television coverage. The Official Beverly Hills Cheer Zone was another popular location, and we were very pleased that the two official Marathon charities located there surpassed their fundraising goals.

The Marathon consistently incorporated information and images from Beverly Hills in its media outreach. As a result, the City of Beverly Hills was highlighted in many pre-race and race-day television segments. As you will see in the voluminous media report, several news segments focused on or took place on Rodeo Drive in Beverly Hills, and KTLA (the race's broadcast partner) ran many segments featuring the city. The City of Beverly Hills was also mentioned in dozens of additional television broadcasts about the Marathon's route, with several segments specifically highlighting the famed segment along Rodeo Drive, and local print and online press also covered the Beverly Hills section of the race. These included:

- KTLA's Gayle Anderson reported from Beverly Hills just days before the race to introduce the area and interview an official Marathon charity, Lupus LA;

- KTLA's Mark Kriski was stationed at the intersection of Rodeo Drive and Wilshire Boulevard on race day to follow the progression of the race through the area;
- Former Mayor and current City Councilmember William W. Brien, M.D was featured on KTLA prior to race day where he shared the City's plans to host miles 15-17 of the Marathon route;
- KTLA's coverage was also re-broadcast nationally on Universal Sports.

This media coverage and international focus on the Beverly Hills area, combined with the race-day events within the city limits, bring benefits to both the Marathon and the city. As a longtime Beverly Hills resident, I am personally committed to enhancing these benefits for 2014 and beyond.

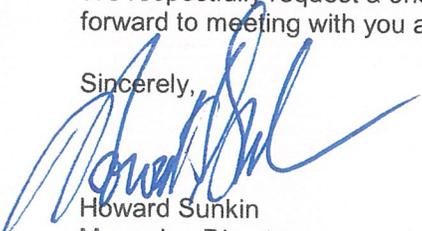
For starters, we believe there is significant potential to increase hotel room-night bookings in Beverly Hills, and to implement new strategies to increase international visibility for the race, making it a destination for runners from across the globe. Our partnership with ASICS is a case-in-point. As part of our partnership with ASICS, we are working to bring as many as 7,000 new runners from Japan to participate in a 5-7 day LA Marathon/Beverly Hills experience in 2014, which will raise additional visibility and generate hotel room-nights in the city. *(The Tokyo Marathon, which takes place in February, uses a lottery system for entry; approximately 90% of those wanting to run the event are not able to participate. From this population of runners, we believe we will be very successful in generating significant overseas interest.)* We are planning a marketing and tourism trip to Japan later this summer, and we hope the City of Beverly Hills can be represented.

We are also heartened by the positive impact the ASICS LA Marathon is having on charitable fundraising. I know that the CONCERN Foundation finds the connection to the Marathon to be very valuable, and we have visions to significantly increase the philanthropic value of the Marathon in coming years.

On a more local note, there were record crowds of Beverly Hills residents cheering the spectators in the city, and I am proud to say that we were again able to open the streets in Beverly Hills before 1:00 p.m. reaching the goal you requested of us. We are committed to minimizing the traffic impacts from the race and reopening the streets as soon as practically possible.

Once again, thank you for your hard work and partnership in making the 2013 ASICS LA Marathon so successful. We respectfully request a one-year extension to our operating agreement, through the 2014 race, and look forward to meeting with you and the Beverly Hills team to chart a course for an even more successful future.

Sincerely,



Howard Sunkin  
Managing Director

Cc: Beverly Hills Councilmembers  
Jeff Kolin  
Gisele Grable