



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: Gran Fondo Giro d'Italia Beverly Hills Bike Ride Event
Proposal Update – November 2-3, 2013
Attachment: Request from Gran Fondo Giro d'Italia

INTRODUCTION

The Gran Fondo Giro d'Italia is 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 proposed event includes the revised elements:

Saturday, November 2

- Bike Expo in Beverly Canon Gardens (including Montage/Scarpetta involvement)
- VIP Reception in the City Hall Municipal Gallery

Sunday, November 3

- Bike Expo to continue in Beverly Canon Gardens
- Bike kick-off from the 300 and 400 blocks of North Rodeo Drive
- Finish Line ONLY (northbound lane closure only; southbound lanes would be open to traffic and barricades would be in place). A few canopies would be in place in front of City Hall, for photo ops and to assist with directing participants and their guests/families to Beverly Canon Gardens.

DISCUSSION

City staff recently met with City Council Liaisons Vice Mayor Bosse and Councilmember Krasne, who reviewed the updated proposal and recommended the following:

- 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 (10 a.m.-4 p.m.) and Sunday (9 a.m.-4 p.m.), *which is supported by the management of both the Montage and Bouchon*;
- to close the 300 and 400 blocks of North Rodeo Drive on Sunday morning (streets will be re-opened before 9 a.m.);
- to close northbound lane only on North Crescent Drive on Sunday only (approximately 7 a.m.-4 p.m.);

- to utilize the available space adjacent to City Hall on Crescent and use of the Municipal Gallery;
- partial City sponsorship (a waiver of the second day's rental fee for use of Beverly Canon Gardens valued at approximately \$8,340), which includes:
 - use of Beverly Hills in name – *Gran Fondo Giro d'Italia Beverly Hills*
 - use of Beverly Hills Shield on cycling jerseys (prefer to include on sleeve). (*The City asked GFGD to show its design once drafted.*); and
 - international pre-event publicity;
- flat fee parking rate for participants (parking lot[s] to be determined);
- work with the Beverly Hills Chamber of Commerce and the BH Conference & Visitors Bureau regarding marketing opportunities/price points; and
- notification to appropriate neighbors (and in particular, neighboring churches).

Gran Fondo Giro d'Italia Race Director Ryan Moore will be available to address the City Council's questions at the July 2 City Council meeting.

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, June 12th, 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 event will be part of a worldwide series of amateur event 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 only in US and will be 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 in Beverly Hills 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.

We would like to have the opportunity to work with the City of Beverly Hills in order to develop this project, and so we would like to have the possibility to receive support from the City for the communication of the event and the logistical aspect of it.





What we ask to the City of Beverly Hills is the following:

1. the possibility to utilize the Beverly Canon Gardens for the Bike Expo on Saturday and Sunday
2. closure of the 300 and 400 blocks of North Rodeo Drive on Sunday morning (5 a.m - 8 a.m);
3. closure of one northbound lane on N. Crescent Drive on Sunday (7 a.m.- 4 p.m.);
4. utilization of the space adjacent to City Hall on Crescent on Sunday
5. use of the Municipal Gallery for a Saturday Night reception;
6. partial City sponsorship (a reduction of 1 day of rental fee for the Gardens of approximately \$8,340), which includes also:
 - use of Beverly Hills in name: *Gran Fondo Giro d'Italia Beverly Hills*
 - use of Beverly Hills Shield on cycling jerseys (prefer to include on sleeve).
 - flat fee parking rate for participants.

The provisional program of the event is the following:

Saturday, November 2

- 10 a.m. - 5 p.m. Bike Expo at Beverly Canon Gardens
- 7 p.m. - 10 p.m. Gala Reception at City Hall Municipal Gallery

Sunday, November 3

- 5 a.m.- 8 a.m. Closure 400 block North Rodeo Drive for set up and start of the ride
- 7 a.m. Start of the ride at the end of Rodeo Drive, besides Brooks Brothers
- 6 a.m.- 5 p.m. Closure on Crescent Drive / front of City Hall for the Finish Line
- 9 a.m.- 4 p.m. Bike Expo at Beverly Canon Gardens
- 11 a.m - 4 p.m. Pasta Party for the participants at the Montage Restaurant

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. We have discussed with them also the possibility to make 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.

We want also to have as our partner the Beverly Hills Education Foundation, 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)





We will promote this event internationally, to drive participants especially from outside the city of Los Angeles, to emphasize the possibility to have a unique week end in Beverly Hills. We have actually 20 international travel agencies 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 a great event that will grow year after year, and we can already count on the support of several sponsors and Italian institutions, and this will allow us to start this event with high-level contents and communication.

Regards

Matteo Gerevini
Gran Fondo Giro d'Italia

