



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 6, 2013
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Wallis Annenberg Center for the Performing Arts Inaugural Gala on
October 17-October 18, 2013
Attachment: 1. Letter from the Wallis Annenberg Center for the Performing Arts

INTRODUCTION

The attached letter was submitted by the Wallis Annenberg Center for the Performing Arts (WACPA) seeking to close the North Crescent Drive block adjacent to City Hall, in order to hold its Inaugural Gala on Thursday, October 17 and Friday, October 18, 2013.

DISCUSSION

The Inaugural Gala event festivities will take place the week of October 14-18 beginning with tours of the facilities, cocktail receptions and a special performance in the Goldsmith Theatre. The opening week will conclude with consecutive invitation-only dinners in a tent on North Crescent Drive, during the evenings of Thursday, October 17 and Friday, October 18. Approximately 1,000 guests are anticipated at the first evening's festivities, and roughly 500 guests expected on the concluding evening. Press, media and celebrities are expected to attend each event.

STREET CLOSURE

The following information provides details of the proposed street closure request:

- The 400 block of North Crescent Drive, between North and South Santa Monica Boulevards starting on Saturday, October 5 through Friday, October 25, which includes production load-in, several events, and breakdown activities.

Burton Way, North Santa Monica Boulevard, the Annenberg driveway and the southern entry to the Crescent Drive parking structure will all remain accessible.

NOTIFICATION

WACPA staff delivered letters of notification to the businesses and residents on Crescent Drive (north and south of City Hall, from Carmelita Avenue to Wilshire Boulevard) as well as the churches along Santa Monica Boulevard, informing them of the proposed street closure.

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In addition, businesses and residents were provided information informing them that the street closure discussion would occur at the August 6 City Council study session, should they wish to attend the meeting or provide comments.

Community Services staff have also reviewed the logistical details with other appropriate City Departments (such as Fire and Police), and have provided their suggestions and feedback to WACPA. In addition, since the Beverly Hills artSHOW is scheduled during the Crescent Drive closure, Recreation Division staff have indicated that since the parking structure will still be available to attendees, they do not have concerns about the street closure.

FISCAL IMPACT

The Wallis Annenberg Center for the Performing Arts will be responsible for all City costs and fees. In addition, the WACPA will provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million general liability.

RECOMMENDATION

City staff recently met with City Council Liaisons Vice Mayor Lili Bosse and Councilmember Nancy Krasne, who reviewed the request with WACPA Board of Directors, Chairperson Jerry Magnin and Vice Chair Richard Rosenzweig. The City Council Liaisons recommended the following in response to the Annenberg's request for a 3-week street closure to prepare and conduct its Opening Gala. Specifically, the request was for a closure of the North Crescent Drive block adjacent to City Hall (between North and South Santa Monica Boulevard) from October 5-25, 2013 for preparation and strike of Gala event elements.

Due to the unique nature of this "once-in-a-lifetime" event, they indicated that approval of this request would be as follows:

- It was noted that both Vice Mayor Bosse and Councilmember Krasne were not in support of routinely granting street closure requests due to the inconveniences caused to residents and merchants. However, both the Vice Mayor and Councilmember recognized the transformational nature of the Annenberg's opening on the community and offered their approval for one-time only.
- Vice Mayor Bosse noted that future street closure proposals (from the Annenberg or any other organization) would be rigorously scrutinized by the City Council to determine impacts to the community.
- Councilmember Krasne requested that the Annenberg be precluded from any future street closure requests, through a formal document or lease amendment.

The Wallis Annenberg Center for the Performing Arts Board of Directors Chairperson Jerry Magnin will be available to address the City Council's questions at the August 6 City Council meeting.

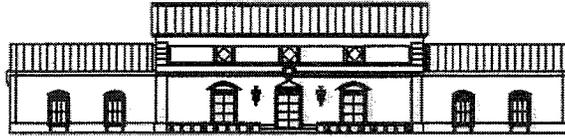
City Council direction is respectfully requested regarding the WACPA's request to close North Crescent Drive from Saturday, October 5 through Friday, October 25 for its Inaugural Gala event activities.

If approved, Community Services staff would continue to meet with the appropriate Departments to review, finalize and approve the logistical details.

Gisele Grable 

Steve Zoet 
Approved By

Attachment 1



Wallis Annenberg Center for the Performing Arts

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Ariela Shani

Michael Smith

Luanne Wells

Lou Moore

Executive Director

† *Deceased*

July 12, 2013

Dear Mayor and City Council,

As Chairman of the Wallis Annenberg Center for the Performing Arts, we are thrilled to share that construction is nearing completion for what will be an extraordinary performing arts destination for our City residents and visitors to Beverly Hills.

The exciting opening event celebrations for the Annenberg will take place the week of October 14-18 with our Inaugural Gala on Thursday, October 17th followed by a second Gala on Friday, October 18th. J. Ben Bourgeois Productions will be producing the Gala events which will take place in a large tent planned for **Crescent Drive between N. Santa Monica Boulevard and S. Santa Monica Boulevard (Burton Way)**. Attendance to the two Gala events will have special security and will be by invitation only for approximately 1,000 guests on Oct. 17th and 500 guests on Oct. 18th.

The events will include tours of the facilities, cocktails, a special Gala Show in the Goldsmith Theater, and dinner with a live performance under the tent. In order to accomplish this, we are requesting the closure of Crescent Drive for a period of approximately 20 days from Saturday, October 5th through Thursday, October 24th. A detailed production schedule and scaled site plan will be provided by Bourgeois Productions as required.

We respectfully request the Mayor and City Council's support for the following elements:

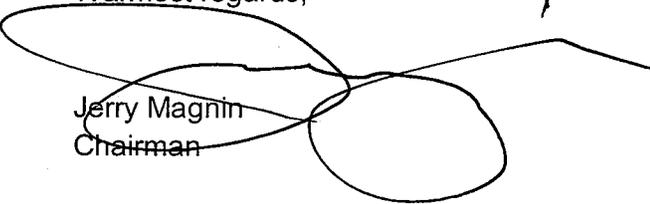
**STREET CLOSURE (to include Sidewalk Closure)
FOR PRODUCTION LOAD-IN, EVENT & STRIKE**

**Saturday, October 5th, 7:00 a.m. through Friday, October 25th, 7:00 a.m.
North Crescent Drive (between N. Santa Monica Blvd. and S. Santa Monica Blvd., Burton Way) for event load-in/build of tents and strike load out.**

S. Santa Monica (Burton Way) Annenberg driveway and access to Parking Garage will remain open throughout Crescent closure.

Once again, please accept our sincere gratitude in advance for the Mayor and City Council's support for these once in a lifetime celebrations. We look forward to your response and please do not hesitate to contact me should you have any questions.

Warmest regards,



Jerry Magnin
Chairman