



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 24, 2013
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: *Rodeo de los Caballos –Gathering of the Horses*
Event on North Rodeo Drive
Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

As one of the kick-off events for the Beverly Hills Centennial Celebration initiatives, the Rodeo Drive Committee will hold a press event and equestrian parade entitled *Rodeo de los Caballos –Gathering of the Horses* on Sunday, October 13, 2013 on the 300 and 400 blocks of North Rodeo Drive.

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

The Rodeo de los Caballos event celebrates Rodeo Drive's original use as a bridle path (1924-1965). The morning's program will include the following activities:

- An equestrian parade will commence at **10:45 a.m.** at Will Rogers Memorial Park with the Wells Fargo Stagecoach and equestrian groups, escorted by the Beverly Hills Police Department's Equestrian Team, and will travel along the City's historic bridle path on North Rodeo Drive into the Business Triangle.
- A 10-minute press ceremony will occur at the Rodeo Drive/Brighton Way intersection and will include the participation of the Mayor, City Council and Jennifer Rogers, who is Will Rogers' great granddaughter and has agreed to serve as the "Grand Marshall" for the parade.

- The equestrian parade will travel along the 300 and 400 blocks of North Rodeo Drive. Participants and other elements will consist of equestrian groups; the Beverly Hills High School Marching Band; Beverly Hills school children; Mariachi musicians; a Folklórico dance group; the Beverly Hills antique Fire Engine, and vintage automobiles.

STREET CLOSURE

The following provides details of the street closure for this event:

- The 300 and 400 blocks of Rodeo Drive will be closed from 9:30 a.m. to noon on Sunday, October 13 for the equestrian parade and press event.
- Brighton Way, between Beverly and Camden Drives will be closed from 6:00 a.m. to 1:30 p.m. for the set-up and breakdown activity.

FISCAL IMPACT

All City costs and fees will be the responsibility of the Rodeo Drive Committee. The City has provided funding to the Committee (which was previously approved by the City Council). In addition, the Rodeo Drive Committee will be responsible for providing a \$2 million general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

MERCHANT NOTIFICATION

As with any large scale events held on Rodeo Drive, a letter of notification will be distributed to all merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as merchants on Brighton Way, Dayton Way and South Santa Monica, between Camden and Beverly Drives.

RECOMMENDATION

This report is for information only. Unless the City Council has any questions or concerns, staff will continue to meet with the appropriate Departments, and administratively approve the permit for the Rodeo Drive Committee's *Rodeo de los Caballos - Gathering of the Horses* event scheduled on Sunday, October 13, 2013.

Gisele Grable
Approved



Attachment 1



September 16, 2013

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

Dear Benita,

On Sunday, October 13th, at 11:00am the Rodeo Drive Committee will kick off the City of Beverly Hills' Centennial 100 days before the actual anniversary week with a once in a lifetime equestrian parade event entitled "**Rodeo de los Caballos**" (*Gathering of the Horses*). The event will celebrate Rodeo Drive's original use as a bridle path (1924-1965).

The event will begin at 10:45am with the Wells Fargo Stagecoach escorted by the Beverly Hills Police Dept Equestrian Team riding down the original "Bridle Path" from Will Rogers Memorial Park to the intersection of Brighton and Rodeo.

A brief Press Event will take place at the intersection of Brighton and Rodeo at 11:00am immediately followed by an Equestrian Parade featuring the Wells Fargo Stage Coach, equestrian groups (including the Beverly Hills Police Dept Equestrian Team), the Beverly Hills Antique Fire Engine, the Beverly Hills High School Marching Band, Ballet Folklorico de Mexico Azteca and Antique Cars including Fred Hayman's Yellow Rolls Royce.

Children from various Beverly Hills Schools will participate as sign holders for the parade groups and 3 legacy students (families with more than 3 generations attending the schools) will be selected to ride with the Mayor and Will Roger's Granddaughter, Jennifer Rogers who has agreed to serve as the Grand Marshall for the parade.

On behalf of the Rodeo Drive Committee, please accept this letter requesting the following street closures for this event:

Street Closures:

The 300 and 400 block of North Rodeo Drive between Dayton Way and South Santa Monica Blvd. will be closed from **9:30 a.m. Sunday, October 13 till 12 noon the same day.**

Brighton Way will be closed between Camden Dr. and Beverly Dr. from **6am to 1:30pm on Sunday, October 13th** for loading in the various horse groups.

Brighton will be reversed in direction from Camden to the entrance of the 9510 City Parking Garage from **6am till 1:30pm on Sunday, Oct 13th** to allow for additional horse group load in and out as well as parade participant parking.

Miscellaneous:

The parking meters along Brighton Way on the North and South sides between Camden and Beverly will be posted with "No Parking" signs from **5 a.m. Sunday, October 13 to 2:00 p.m.** for event and press load-in.

Thanks for your consideration.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee