



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 15, 2013

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department
Megan Roach, Marketing & Economic Sustainability Manager
Policy & Management

Subject: Street Closure Request from the Rodeo Drive Committee for a Centennial Birthday Cake Event

Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

Attached is a letter submitted by the Rodeo Drive Committee on behalf of the Luxe Hotel Rodeo Drive and Guittard Chocolate Company seeking a partial street closure (east side only) on the 300 block of North Rodeo Drive on Sunday, March 23, 2014 for a birthday cake event commemorating the City's Centennial. The Rodeo Drive's tribute and birthday event will include a display of a giant cake located in front of the Luxe Hotel Rodeo Drive.

DISCUSSION

When the City of Beverly Hills celebrated its 75th anniversary, Chef Donald Wressell who was at that time, the pastry chef at the Four Seasons, created a giant 20 foot wide birthday cake as a gift to the City. The cake was a replica of City Hall and was shared with the Beverly Hills community.

Chef Wressell is currently working with the Guittard Chocolate Company, which is working with the Luxe Hotel Rodeo Drive on the creation of another large birthday cake. The cake's unveiling, located in front of the Hotel, would occur on Sunday, March 23, 2014 at noon, and would be an opportunity for the business and residential communities to celebrate the City's historic occasion of its centennial year.

At the October 3, 2013 study session meeting, the City Council asked staff to contact the Rodeo Drive Committee and assess their interest level in expanding the birthday cake event to include carnival-themed activities and entertainment on the street. Staff reached out to Craig Donahue, CEO of The Donahue Group, whose firm represents the Rodeo Drive Committee in the production and execution of events on Rodeo Drive. Mr. Donahue is in the process of reaching out to the Rodeo Drive Committee to assess their interest in expanding the birthday cake event.

STREET CLOSURE

The following information provides details of the partial street closure:

- The east side (northbound lanes only) of the 300 block of North Rodeo Drive from 4:00 a.m. to 3:00 p.m. on Sunday, March 23, 2014.

Southbound traffic lanes on the 400 block of Rodeo Drive, as well as all other blocks of North Rodeo Drive, Brighton and Dayton Ways would remain open at all times to vehicular traffic.

MERCHANT NOTIFICATION

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

FISCAL IMPACT

The Rodeo Drive Committee and the Luxe Hotel are requesting that the City include this program as part of the portfolio of Centennial events and initiatives, and co-sponsor the event, by covering the cost of the permit and street closure fees, which is approximately \$13,000. All other City costs and fees would be the responsibility of the Luxe Hotel and Guittard Chocolate (i.e. all personnel fees for example, and roughly estimated at \$4,000-\$5,000). In addition, the Luxe Hotel will provide a Certificate of Insurance for \$2 million in general liability, naming the City of Beverly Hills as an additional insured.

RECOMMENDATION

City staff did not have an opportunity to meet in advance with the City Council Rodeo Drive/Special Events/Holiday Liaisons Vice Mayor Lili Bosse and Councilmember Nancy Krasne to review the event details since it was requested to include the topic on the City Council's next study session agenda for consideration due to time constraints. Efreem Harkham (owner of the Luxe Rodeo Drive Hotel), Donald Wressell (Corporate Pastry Chef of Guittard) and Marcus Mueller (General Manager of the Luxe) will be in attendance at the October 15 study session in order to answer any City Council questions and provide additional information regarding the event proposal.

City Council direction is respectfully requested regarding the partial closure of the 300 block of North Rodeo Drive, and co-sponsorship in the amount of \$13,000 for the Centennial Birthday Cake Event on Sunday, March 23, 2014.


Gisele Grable


Megan Roach

Attachment 1



September 30, 2013

Hon. John Mirisch, Mayor
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Dear Mayor Mirisch,

When Beverly Hills celebrated its 75th anniversary 25 years ago, Chef Donald Wressell, then head pastry chef at the Four Season at Beverly Hills, created a giant birthday cake as a gift to the City. At 20' wide, 12' long, 9' high, and weighing in at 1.5 tons, the cake was an exact replica in sugar and pastillage of Beverly Hills City Hall and fed 10,000 people.

Chef Wressell, now works with Guittard Chocolate Company, and his company has offered to work with the Luxe Hotel Rodeo Drive to create a spectacular birthday cake in front of the hotel as a part of the city's Centennial Celebration on the Sunday before or after the actual anniversary this coming January for the residential and business community to celebrate this historic occasion.

Chef Wressell has presented renderings of possible cake ideas for the Centennial featuring Rodeo Drive, which would garner a forced perspective of Beverly Hills and the famed street.

The only cost to the city would be street closure of the East side of the 300 block of Rodeo Drive. All other costs would be the responsibility of the Luxe Hotel Rodeo Drive and Guittard Chocolate Company. The concept was unanimously approved by the Rodeo Drive Committee at our September meeting and we are very excited to bring this donation to the consideration for donation.

As it will take four months to create, we would appreciate the Council's approval on street closure and covering related costs. We are happy to coordinate a presentation of the cake to the Special Events Liaison Committee at your earliest convenience.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

Cc: Lili Bosse, Willie Brien, Julian Gold, Nancy Krasne, Jeff Kolin, Cheryl Friedling, Megan Roach, Peri Ellen Berne, Efreem Harkham, Marcus Mueller, Craig Donahue, Gisele Grable