



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 19, 2013
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Holiday Lighting Ceremony
Attachment: 1. Letter from the Rodeo Drive Committee
2. Holiday Lighting Ceremony Postcard

INTRODUCTION

The attached letter was submitted by The Rodeo Drive Committee providing information regarding the upcoming Holiday Lighting Ceremony on Sunday, November 24, 2013 from 4:00 p.m. to 7:00 p.m. on the 200 block 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

Although plans are still in the process of being finalized, the festivities are expected to include the Beverly Hills High School Marching Band, a DJ spinning holiday favorites, artists creating life-size ice sculptures and Mr. Kringle, culminating in the annual holiday lighting of North Rodeo Drive as well as the Christmas tree on the rooftop of the Beverly Wilshire Hotel.

STREET CLOSURES

The following information provides details of the street closures for this event:

- 200 block of North Rodeo Drive
Closed from 7:00 p.m. on Saturday, November 23 through 3:00 a.m. on Monday, November 25.
- Dayton Way, between the alleys east and west of North Rodeo Drive
Closed from 4:30 p.m. through 7:00 p.m. on Sunday, November 24.

The City's parking structure at Rodeo Drive and Brighton Way, as well as Two Rodeo's parking structure will remain accessible for public parking throughout the day. All merchants will have vehicular access to their businesses via the alleys east and west of Rodeo Drive.

MERCHANT NOTIFICATION

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity.

FISCAL IMPACT

As the City is a co-sponsor of the Holiday Lighting Ceremony, the street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

This report is for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City personnel to coordinate and finalize the event plan and logistical details for the Holiday Lighting Ceremony on the 200 block of North Rodeo Drive beginning at 4:00 p.m. on Sunday, November 24, 2013.



Gisele Grable
Approved By

Attachment 1



November 7, 2013

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

Dear Benita:

On Sunday, November 24, the City of Beverly Hills and Rodeo Drive Committee will host the annual Rodeo Drive Holiday Lighting Ceremony. The event will begin at 4:00 p.m. and will end approximately 7:00 p.m. and will take place in the 200 block of North Rodeo Drive near the south end by Wilshire Boulevard.

Plans are still in the works for the exact Ceremony Program which will feature DJ music, Ice Carvers, possible performances by celebrities and the Beverly Hills High School Marching Band (all still TBD), and culminating with the annual lighting of installed holiday lights along Rodeo Drive and the historical Christmas Tree on the rooftop of the Beverly Wilshire Hotel.

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

Street Closures

The 200 block of North Rodeo Drive between Dayton Way and Wilshire Boulevard will be closed from **7:00 p.m. on Saturday, November 23 till 3:00 a.m. on Monday, November 25** for event installation, ceremony and removal.

Dayton Way will be closed between the alleys east and west of Rodeo Drive from **4:30 p.m. to 7:00 p.m. on Sunday, November 24** to allow for attendees to gather and view the stage at the south end of the 200 block.

The 300 block of North Rodeo Drive between Dayton Way and Brighton Way will be closed from **4:30 p.m. to 7:00 p.m. on Sunday, November 24** to allow for traffic redirection while Dayton is closed.

Miscellaneous

The parking meters along Dayton Way on the north side between Rodeo Drive and the alley west of Beverly will be posted with "No Parking" signs from **4:00 p.m. to 8:00 p.m. on Sunday, November 24** for event use and Media Trucks.

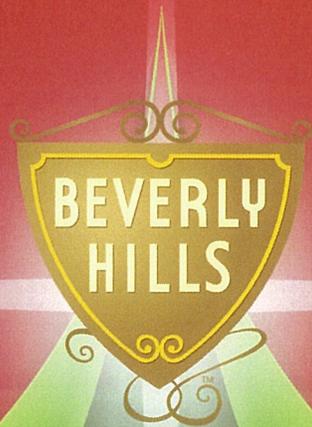
Thanks for your consideration.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

Attachment 2

150,000 points of light.



Holiday

LIGHTING CEREMONY
RODEO DRIVE

4 pm to 7 pm • Lighting Ceremony 6 pm • Sunday, November 24

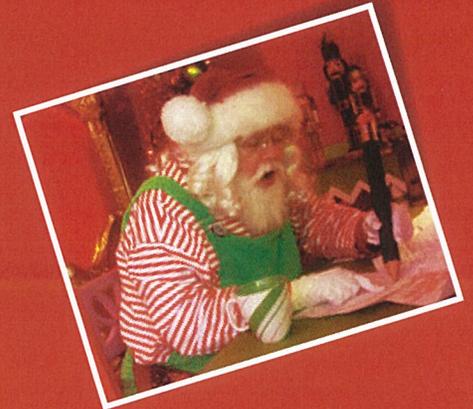
200 block of Rodeo Drive at Wilshire Boulevard

in front of Two Rodeo and the Beverly Wilshire, A Four Seasons Hotel

Free and open to the public • lovebeverlyhills.com or www.rodeodrive-bh.com

On Sunday, November 24, see a shimmering glow of **150,000 lights** brighten Rodeo Drive to launch the 2013 Holiday Season with artistry and style during the **Beverly Hills Holiday Lighting Ceremony**. Be the first to see **89,000 lights** electrify Rodeo Drive and enjoy the radiant glow of **35,000 lights** at the Beverly Wilshire, A Four Seasons Hotel, and **23,925 lights** at Two Rodeo.

Starting at 4:00 pm, meet the **one and only magical Mr. Kringle and his merry entourage** at the bottom of the Via Rodeo at Two Rodeo. Professional photos will be available for \$29.99 on USB flash.



Fresh off their featured appearance on HBO's *Girls* and heard from Brooklyn to Bergdorf, listen to the two identically-dressed New York-based **DJ's AndrewAndrew** create their bespoke holiday soundtrack mixing traditional Holiday music with Lounge and House beats at 5:00 pm.

See **chainsaw artists from ICE BULB** use the latest technology to carve **6,000 pounds of ice** to create dazzling life-size holiday décor at 5:30 pm.

At 6:00 pm, the **50-piece Beverly Hills High School Marching Band** heralds the arrival of the season and dignitaries flip the switch on the 2013 Holiday Season.

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