



STAFF REPORT

Meeting Date: January 7, 2014
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Proposal from the Rodeo Drive Committee for BH100 Centennial Block Party on Rodeo Drive
Attachments:

1. Letter from the Rodeo Drive Committee
2. Event Scope of Work from the Rodeo Drive Committee

INTRODUCTION

This report transmits a proposal from the Rodeo Drive Committee for a BH100 Centennial Block Party on Rodeo Drive. The event concept was originally presented to the City Council at the October 15, 2013 study session meeting. The Rodeo Drive Committee is seeking Council direction on the event scope of work, date and budget.

DISCUSSION

The Rodeo Drive Committee ("RDC") is comprised of approximately 70 retailers, hotels and property owners. Founded in 1972, the RDC promotes Rodeo Drive through a variety of programs which enhance the street's image as a world-wide visitor destination.

In previous years, the RDC has received City support to conduct marketing events on behalf of its retailers, hotels and property owners to promote tourism and visitor spending on Rodeo Drive. Funding for these programs has been provided from the City's Tourism and Marketing Budget. These include the Rodeo Drive Walk of Style®, Rodeo Drive Concours D'Elegance, holiday décor and lighting, and others.

On October 15, 2013, the RDC, on behalf of the Luxe Hotel Rodeo Drive and Guittard Chocolate Company, asked for City Council consideration of a partial street closure on the 300 block of North Rodeo Drive on Sunday, March 23, 2014 for a birthday cake event commemorating the City's Centennial. The Council approved the partial street closure and the City to cover the costs, which are approximately \$13,000.

The Council asked the RDC to work with the Centennial Committee (Mayor Mirisch, Vice Mayor Bosse and Dick Rosenzweig) on the event creative direction and budget. On November 14, 2013, the Centennial Committee met with RDC representatives to discuss the event, including the possibility of moving it to April 27, 2014 to tie in with Beverly Hills Independence Day, the day in 1923 when several film stars led the effort to keep the City independent from Los Angeles.

As proposed, the BH100 Centennial Block Party on Rodeo Drive will celebrate the City's Centennial and Beverly Hills Independence Day. The community will be invited to attend a party on all three blocks of Rodeo Drive featuring carnival activities and a giant birthday cake by the Luxe Hotel to resemble Beverly Hills City Hall and Rodeo Drive. In addition, activities under consideration include:

- Elements celebrating the city's history.
- Entertainment including carnival rides, games and musical performances.
- A 'Taste of Beverly Hills' restaurant element with Centennial Cookbook restaurants and chefs.
- Opportunities to feature Centennial sponsors and community organizations.
- Event grand finale with fireworks, confetti and/or light show element.

The RDC is seeking a broader street closure (and the City to cover the costs which total approximately \$25,000) for the 200, 300 and 400 blocks of Rodeo Drive and Brighton Way (similar to the Rodeo Concours event). They are also seeking Council direction on the enhanced budget request to include \$30,000 for event marketing/PR/advertising. Previously the City Council allocated \$150,000 for a Centennial block party event as part of the platform of Centennial events and initiatives.

The Rodeo Drive Committee is requesting City Council direction on the following:

1. Confirmation of first preference event date of April 27, 2014 from 4:00 – 8:00pm.
2. Approval of \$150,000 budget for event costs.
3. City to cover the event street closure costs (approximately \$25,000) for the 200, 300 and 400 blocks of Rodeo Drive and Brighton Way.
4. An additional promotional budget of \$30,000 for activities including local advertising, photography, video, banners, logo, and collateral design.

FISCAL IMPACT

On November 8, 2013, the City Council approved the list of Centennial events and initiatives totaling \$969,000 (\$950,000 of this amount is funded through the City's Tourism and Marketing Budget and the remaining \$19,000 is funded through sponsor revenue). The \$969,000 includes \$150,000 for a Centennial Block Party event. The Rodeo Drive Committee is requesting \$205,000 for the BH100 Centennial Block Party on Rodeo Drive. The additional \$55,000 could be funded from the Contingency Programs line item in the Tourism and Marketing budget.

RECOMMENDATION

Staff recommends that the City Council provide direction on the Rodeo Drive Committee's proposal for the BH100 Centennial Block Party on Rodeo Drive.

Cheryl Friedling
Approved By



Attachment 1



Dec. 8, 2013

Megan Roach
Manager of Economic Development
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Megan,

On behalf of the Rodeo Drive Committee, we are honored by your invitation to work with the City of Beverly Hills to produce, promote and host the Centennial Block Party on Rodeo Drive in Spring 2014.

Two dates are currently under consideration: Sunday, March 23 and Sunday, April 27. As we discussed at the Centennial Liaison Meeting, April 27 was offered as an alternative date to tie-in with "Beverly Hills Independence Day," the day in 1923 when several film stars led the effort to keep the City independent from Los Angeles over water rights. This moment of the city's history is reflected in the monument at South Beverly Drive and Olympic Boulevard.

Tentatively envisioned as a "Beverly Hills Country Fair" concept for the community on all three blocks of Rodeo Drive, the event will include the giant birthday cake by the Luxe Hotel Rodeo Drive created of edible pastillage to resemble Beverly Hills City Hall and Rodeo Drive.

In addition, other activities under consideration include:

--Elements celebrating the city's history. This may include an exhibition of giant historical photos highlighting moments of the city's history or premiere of one of the city's documentaries.

--A one-time move of the Beverly Hills Farmer's Market to Rodeo Drive for the day to coincide with the event with various competitions.

--Entertainment including carnival rides, games and musical performances.

--A "Taste of" Beverly Hills restaurant promotion featuring tastes from local restaurants.

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--Opportunities for Centennial sponsors such as Gearys Beverly Hills/Rolex, Mercedes Benz Beverly Hills, Assouline, etc. and community organizations to be featured.

--A "Rodeo on Rodeo" featuring trick horse riders celebrating the city's association with horses.

--A petting zoo for children featuring miniature ponies and rides.

To move forward, we request City Council direction and agreement on the following:

1. Date: March 23 or April 27.
2. Approval of \$150,000 budget for the event costs.
3. Agreement from City to cover all street closure costs for the event including 200, 300, 400 blocks of Rodeo and Brighton Way similar to the same area used for the Rodeo Drive Concours.
4. An additional promotional budget for local advertising, publicity, photography, video, banners, logo and collateral design of approximately \$30,000.

We look forward to your thoughts on how to proceed.

Sincerely,



Jim Jahant
President
Rodeo Drive Committee

Cc: Mark Tronstein, Donna Snyder, Nicola Cagliata, Peri Ellen Berne, Tom Blumenthal, Kathy Gohari, Efrem Harkham, Marcus Mueller, Craig Donahue

Attachment 2



BH100
CENTENNIAL BLOCK PARTY
ON RODEO DRIVE

PROPOSED SCOPE OF WORK

- Who:** City of Beverly Hills, The Rodeo Drive Committee, Luxe Hotel Rodeo Drive
- What:** Community Block Party Celebrating the City's 100th Anniversary and Celebrating Beverly Hills Independence Day (April 24), when celebrities led efforts to keep Beverly Hills separate from Los Angeles over water rights. (Secondary date choice: March 23)
- Where:** Rodeo Drive 200,300, 400 blocks, possibly Brighton Way between Beverly Drive and Camden
- When:** Sunday, April 27, 2014 (Tentative Time: 4 pm to 8 pm)
- Why:** Create an opportunity for the city's residents and businesses to come together to celebrate the City's Centennial and to attract attention to the City during the 100th Anniversary; Possibly raise dollars to help restore Beverly Drive Independence Memorial through minimal taste sales from restaurants in Centennial Cookbook and/or branded product sales from T-Shirts, etc as well as tickets for carnival games.

EVENT

- Work with Luxe Hotel Rodeo Drive on giant Birthday Cake centerpiece display.
- Develop Entertainment plan including key performer along with local performance groups (BHHS).
- Develop Event Design & Layout and Elements including carnival games and rides.
- Involve other centennial groups such as Centennial Cookbook, Historical elements
- Investigate Taste of Beverly Hills Element with Centennial Cookbook Participants (need sponsorship or partnerships for this element to happen).
- Investigate other celebrity involvement/attendance.
- Investigate Grand Finale with Fireworks, Confetti and/or Light Show Element.
- Look for cost-sharing elements with Concours, i.e. re-use of historical photo elements.
- Investigate additional partnerships and support from local businesses.
- Work with City on street closures and various city permits.

MARKETING

- Design Advertising and Outreach Program to maximize awareness to residents and businesses to attend and participate.
- Design Graphics and develop necessary signage.

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- Draft Press Releases and Media Advisories, secure approvals, distribute accordingly to local, regional, national and international media.
- Coordinate outreach between City, CVB, Chamber and BH School District communication vehicles for maximum promotion and attendance.
- Coordinate Photography, Video and Online elements.

STREET CLOSURE COSTS

- Police, Fire, Traffic, Public Works, Special Events Fees and Permits and all necessary deposits to paid for by city.