



CITY OF BEVERLY HILLS

STAFF REPORT

Meeting Date: January 7, 2014

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: A Beverly Hills Chinese New Year Celebration Hosted by the
Beverly Hills Conference & Visitors Bureau

Attachment: 1. Letter from the Beverly Hills Conference & Visitors Bureau
2. Support Letter from the Rodeo Drive Committee

INTRODUCTION

The Beverly Hills Conference & Visitors Bureau (BHCVB) is seeking to close the 200 block of North Rodeo Drive in order to host a Beverly Hills Chinese New Year Celebration on Saturday, February 8, 2014. (*The Chinese New Year in 2014 will be the Year of the Horse, and will occur from January 31, 2014 through February 18, 2014.*)

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. The logistics will be similar to previous years.

DISCUSSION

The BHCVB is planning to host a Chinese New Year celebration for the third consecutive year in Beverly Hills. The primary objective of the event is to recognize trade, media and VIPs who are responsible for influencing Chinese Tourism into Beverly Hills. Although last year the event was held on Canon Drive, this year's elements on Rodeo Drive will be similar and will continue to include public performances as well as family-friendly entertainment (approximately 4:00 p.m. to 5:30 p.m.), and feature traditional Chinese entertainment (Lion Dance and Drum Corp performances) between noon and 8:00 p.m.

As done in previous years, the BHCVB will also distribute Good Fortune Envelopes containing special offers aimed at driving traffic and sales to local shops and restaurants. In addition, the BHCVB will arrange for Chinese New Year banners and décor on City light poles on North Rodeo Drive from February 1-15, 2014.

STREET CLOSURE

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

- 200 Block of North Rodeo Drive from noon to 8:00 p.m. *Dayton Way will remain open to vehicular traffic.*

FISCAL IMPACT

All direct City costs and permit and personnel fees will be the responsibility of BHCVB (approximately \$5,000 for personnel costs, equipment, etc.). As the City is a co-sponsor of the BHCVB, the street closure fee will not be charged. In addition, BHCVB will be responsible for a general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

NOTIFICATION

The Rodeo Drive Committee is in full support of the BHCVB's event, street closure and décor elements, and has provided a letter of support (see Attachment #2).

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

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 (Fire, Police and Public Works) to coordinate and finalize the event plan and logistical details for the Beverly Hills Chinese New Year Celebration event scheduled for Saturday, February 8, 2014 on the 200 block of North Rodeo Drive.

Gisele Grable 

Attachment 1



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

December 19, 2014

Honorable John Mirisch and the
Beverly Hills City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor and Members of the City Council,

The Beverly Hills Conference & Visitors Bureau (BHCVB) is pleased to share plans for a third annual Beverly Hills Chinese New Year celebration. A public performance, including family-friendly entertainment, is planned for Saturday, February 8, 2014 from 4:00 pm to approximately 5:30pm. A private VIP Reception, honoring our travel trade contacts and local Chinese business community, is planned to follow the public event.

As part of Saturday's event, we ask that the 200 block of Rodeo Drive be closed between Noon and 8:00 pm to allow for traditional Chinese entertainment including a performance of the lion dance and drum corp. We will obtain all necessary Special Event and street closure permits. We ask that City Council wave the closure fees though we will pay for the cost of associated staff. As done in previous years, we will distribute Good Fortune Envelopes containing special offers, aimed to drive traffic and sales to local stores and restaurants. Finally, we plan to arrange for Chinese New Year banners and décor on city light poles for the first half of February.

We look forward to another year of strengthening our relationship with China and the local Chinese community while producing an event that visitors and local residents can enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Wagner". The signature is fluid and cursive.

Julie Wagner
Executive Director
Beverly Hills Conference & Visitors Bureau



Attachment 2



December 16, 2013

Hon. John Mirisch, Mayor
And Members of the
Beverly Hills City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council:

On behalf of the Rodeo Drive Committee, please accept this letter to express our support for the Beverly Hills Conference & Visitors Bureau's annual Chinese New Year fete for Saturday February 8 from 4-6pm.

We are in support of:

- 1) Street closure of the 200 block from 12-8 pm. We will be erecting a stage, VIP seating and stanchions much the same as the holiday lighting ceremony
- 2) Decoration of Rodeo Drive with banners and lanterns as done with their first celebration with the Year of the Dragon two years ago.
- 3) Decoration of the street with potted mandarin orange trees which will also feature red envelopes featuring specials and offers in the city hanging from them.

The décor would be in place from February 1 – February 15, 2014. The CVB will run everything by RDC prior to placement.

Please let us know if you have any questions.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

Cc: Julie Wagner, Mark Tronstein, Donna Snyder, Nicola Cagliata, Kathy Gohari, Tom Blumenthal, Peri Ellen Berne, Craig Donahue