



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 1, 2014

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Beverly Hills Chamber of Commerce's Annual Health and Wellness Expo
on Sunday, May 4, 2014

Attachment:

1. Letter from the Beverly Hills Chamber of Commerce
2. Letter from Tishman Speyer

INTRODUCTION

The Beverly Hills Chamber of Commerce will be holding its 11th Annual Health and Wellness Expo (*formerly known as the Health, Fitness & Beauty Expo*) on Sunday, May 4, 2014 from 9:00 a.m. to 1:00 p.m. on the 9300 block of Civic Center Drive, in front of UTA Plaza.

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

As in previous years, the Health and Wellness Expo provides a health-conscious event for residents and the Beverly Hills community, while promoting local businesses that advocate healthy lifestyles. The Expo will take place in conjunction with and adjacent to the City's Farmers' Market for the purpose of obtaining greater visibility in the community as well as attracting Market patrons. (They anticipate approximately 4,000 people to attend the event.) Farmers' Market staff is aware of the request and have indicated no concerns with holding the two events simultaneously. Over the last several years, it has been a highly successful program.

As proposed, booths will be set up on Civic Center Drive in front of UTA Plaza, between the Farmers' Market and the Kid Zone. Additional exhibitor tables will also be set up on UTA's Plaza. (*Tishman Speyer has provided the attached letter of support for the event and logistical details.*) The Expo will feature health screenings, fitness experts and beauty specialists. Exhibitors must be members of the Beverly Hills Chamber of Commerce in order to participate in the event.

FISCAL IMPACT

The Beverly Hills Chamber of Commerce will be responsible for all City costs and fees. In addition, a Certificate of Insurance in the amount of \$2 million naming the City as an additional insured will be provided by the Chamber.

RECOMMENDATION

This report is provided for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City staff to coordinate and finalize the event plan and logistics for the Chamber of Commerce's 11th Annual Health and Wellness Expo on Sunday, May 4, 2014 adjacent to the Farmers' Market.

Gisele Grable
Approved By 

Attachment 1



February 25, 2014

Benita Miller
Special Events Coordinator
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210

Dear Benita,

This letter puts into writing Beverly Hills Chamber of Commerce's request for the use of the 9300 block of Civic Center Drive adjacent to the Farmers' Market, for the Beverly Hills Chamber of Commerce Health and Wellness Expo on Sunday, May 4, 2014 from 9am to 1pm. This event was formally known as the Health, Fitness and Beauty Expo.

This is the Chamber's 11th annual Health and Wellness Expo and we are eager to continue the success of this event that benefits both the City and the Chamber by providing a health-conscious event to residents and consumers, while also promoting local businesses that are geared toward advocating healthy lifestyles. We expect at least 4,000 people to attend the event, as it runs consecutively with the Farmers' Market. We will also be conducting extensive marketing and promotion of the event that will increase awareness of the Expo.

Currently, the Expo's schedule is to begin set-up at 4:00am, as soon as the street closes for the Farmers' Market, with the set-up completed by 8:30am. We will begin the tear-down process upon the conclusion of the event at 1:00 pm. Our configuration for participants at the Expo calls for sixteen (16) booths to be set up on Civic Center Drive in front of UTA Plaza between the Farmers' Market and the Kid Zone. Additional table top exhibitor tables and umbrellas will be set up on UTA plaza with the permission of Tishman Speyer Properties, LP.

The Beverly Hills Chamber of Commerce will comply with all special event rules and regulations required by the City, and are grateful for your consideration of this request. The Chamber looks to make this a recurring event that will be enjoyable, informative, and successful for many years to come.

We are anxious to secure the City's approval of this request as soon as possible, so that we may continue the planning and development of this important event. Please contact the Chamber's Sponsorship and Event Manager, Charisse Older, at 310-248-1000 ext. 113 or older@beverlyhillschamber.com if you have any questions.

Sincerely,

Charisse Older
Sponsorship & Event Manager
Beverly Hills Chamber of Commerce

Attachment 2



TISHMAN SPEYER

January 29, 2014

Charisse Older
Beverly Hills Chamber of Commerce
9400 S. Santa Monica Boulevard, 2nd Floor
Beverly Hills, CA 90210

Re: 2014 Health & Wellness Fair

Dear Charisse:

On behalf of Tishman Speyer Properties, LP, we approve the Beverly Hills Chamber of Commerce 2014 Health & Wellness Fair to be hosted at UTA Plaza on Sunday, May 4, 2014.

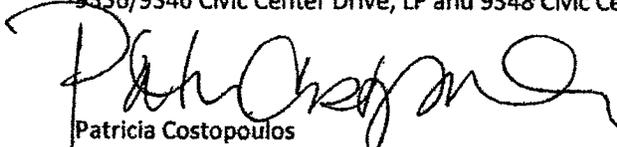
We recognize that the entrance to both 9336/9346 Civic Center Drive (UTA Plaza), as well as 9348 Civic Center Drive (Ice House), will be blocked for the fair, while the back alley leading to our West loading dock (9346 CCD) will remain open for Tenant access only. We will have a Parking Attendant monitoring access into/out of this alley.

Parking, building restrooms, and lower courtyard of UTA Plaza will be closed to the public; leaving access only to the the upper plaza for the Fair.

When available, please provide us with the site set up plan, vendors who will require access, as well as their Certificate of Insurance with the appropriate additional insured information (see attached). We will be forwarding to you a plaza site plan indicating the available power outlets.

We look forward to having the Beverly Hills Chamber of Commerce 2014 Health & Wellness Fair at UTA Plaza. Let us know how we can be of any further assistance.

Respectfully,
Tishman Speyer Properties, LP
As Operating Agent for
9336/9346 Civic Center Drive, LP and 9348 Civic Center Drive, LP


Patricia Costopoulos
Director, Property Management
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