



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 22, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: BH100 Centennial Block Party on Rodeo Drive on Sunday, April 27, 2014
Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter from the Rodeo Drive Committee provides information regarding the upcoming BH100 Centennial Block Party on Sunday, April 27 from 3:30 p.m. to 8:00 p.m. along the 200-400 blocks 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

The BH100 Centennial Block Party is another public event that continues the year-long celebrations of the City's 100th year anniversary and includes activities that will appeal to all ages. Some of the highlights of the festival include two Ferris Wheel rides, carnival-type games, food and drink sampling booths, live music including a performance with R&B legend Martha Reeves, a giant birthday cake in front of the Luxe Rodeo Drive Hotel, and the culmination of a fireworks display at dusk which will be launched from the 9510 Brighton Way/Rodeo Drive parking structure.

STREET CLOSURES

The following information provides details of the street closures for this event. The locations listed below will be closed from 11 p.m. on Saturday, April 26 through 2 a.m. on Monday, April 28:

- 200, 300 and 400 blocks of North Rodeo Drive
- Brighton Way, between the 9510 Brighton Way Parking Structure and Beverly Drive
- Dayton Way, between the alleys east and west of Rodeo Drive

The City's parking structure at North 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 AND RESIDENT 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.

The churches located on Santa Monica Boulevard will be provided a letter detailing the event activity and street closures. Neighboring residents will also be notified in advance of the planned activity and informed that if any special parking arrangements are required, they can contact the Transportation Department prior to the event if necessary.

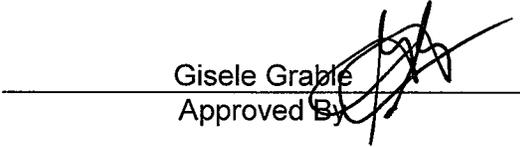
FISCAL IMPACT

The Rodeo Drive Committee has been provided funding of \$25,000 to produce the event on behalf of the City (which will include and cover hard costs such as personnel expenses). Since the event is co-sponsored by the City, the street closure fees for example are not included in the overall costs. A Certificate of Insurance in the amount of \$2 million naming the City as an additional insured will be provided by the Rodeo Drive Committee.

RECOMMENDATION

This report is provided for information only. Unless the City Council has any questions or concerns, staff will continue to work with the various City Departments and personnel to coordinate and finalize the event plan and logistical details for the BH100 Centennial Block Party on North Rodeo Drive between Wilshire and Santa Monica Boulevards on Sunday, April 27, 2014.

Gisele Grable
Approved By



Attachment 1



March 31, 2014

Honorable Lili Bosse, Mayor
And Members of the Beverly Hills City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Bosse,

On behalf of the Rodeo Drive Committee, we are pleased to announce the Committee will join the City of Beverly Hills in presenting another public event to continue the year long celebrations for the 100 year Anniversary of Beverly Hills.

BH100 Centennial Block Party will take place from 3:30pm to 8:00 pm on Rodeo Drive from Wilshire to Santa Monica Boulevard culminating in a fireworks celebration at dusk. The event promises to be one of celebration, food and fun that will appeal to all ages. Some of the highlights will be a giant birthday cake by Luxe Rodeo Drive Hotel and Guittard Chocolates, fifteen of Beverly Hills' legendary restaurants and drink purveyors (non-alcoholic) sampling some of their well know cuisines, Ferris Wheel rides and Carnival type games, live music, fireworks and a surprise performance with R & B legend Martha Reeves that will literally have people dancing in the street.

The Rodeo Drive Committee respectfully requests the support of Beverly Hills City Council for the following street closures:

200, 300 and 400 Blocks of N. Rodeo Drive
11 p.m. Saturday, April 26 – 2 a.m. Monday, April 28, 2014

Brighton Way
between 9510 Brighton Way Parking Structure and East of Rodeo Drive to Beverly Drive
11 p.m. Saturday, April 26 – 2 a.m. Monday, April 28, 2014

Dayton Way
between the alleys East and West of Rodeo Drive, (leaving access to 2 Rodeo Parking Structure
12 a.m. Sunday, April 27 – 2 a.m. Monday, April 28, 2014

(all sidewalks remain open for business)

As we believe the BH Centennial Block Party on Rodeo Drive will attract residents and visitors to help us celebrate this moment in history, we respectfully request support for the proposed street closures.

Thank you for your consideration.

Sincerely,

Jim Jahant, President
Rodeo Drive Committee

Cc: Gisele Grable, Benita Miller, Megan Roach, Craig Donahue, Tara Rosier-Gonyea

YOU ONLY CELEBRATE YOUR 100TH BIRTHDAY ONCE.



SUNDAY, APRIL 27
3:30 PM TO 8 PM › RODEO DRIVE

CELEBRATE with **LIVE MUSIC** courtesy of our 20-piece **DANCE** band from 3:30 to 8 pm on our MainStage at Rodeo Drive and Brighton Way. Enjoy savory **TASTES** from the city's top restaurants at the **TASTE OF BEVERLY HILLS** presented by American Express. **FLY** on the first-ever **ZIP** line above the 400 block of Rodeo Drive. **RIDE** both of our four-story **FERRIS WHEELS** on the 200 block of Rodeo Drive. **WIN** special prizes at our Centennial **CARNIVAL GAMES** area on the 400 block of Rodeo. At 5:45 pm, join Motown and R & B Legend **MARTHA REEVES** as she performs her hit **DANCIN' IN THE STREET** with a very special **SURPRISE** performance. At 6 pm, take a **BITE** out of City Hall and Rodeo Drive with a **BIRTHDAY CAKE** so big it will feed 15,000 guests courtesy of the Luxe Hotel Rodeo Drive and Guittard Chocolates. And at 7:45 pm, don't miss our finale **FIREWORKS** over Rodeo Drive celebrating the city's independence.

Join us and be a part of **HISTORY.**

TASTE

OF BEVERLY HILLS

presented by



FEATURING

208 Rodeo • THE Blvd • CUT • The Grill on the Alley Beverly Hills
Montage Hotel • On Rodeo Bistro & Lounge
Mr. Chow Beverly Hills • The Polo Lounge at the Beverly Hills Hotel
Spago • Beverly Hills 90H20 • and more

The event is open to the public with complimentary Birthday Cake and entertainment. Tastes, rides and games are \$3 to \$5 each. Tastes, rides and games available on first-come first-serve basis while supplies last. \$10 in tickets available for every \$100 in purchases in the City of Beverly Hills on April 27 when you present a receipt at ticket booths. A portion of the proceeds from **TASTE OF BEVERLY HILLS** benefits the City of Beverly Hills Community Charitable Foundation in their efforts to restore and upkeep city monuments. Maximum ticket redemption is \$100 against \$1000 in purchases.

For more information visit www.rodeodrive-bh.com

