



STAFF REPORT

Meeting Date: June 17, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Gran Fondo Italia Bike Event in Beverly Hills
Proposal for Saturday-Sunday, September 27-28, 2014
Attachments: 1. Letter of Request from Gran Fondo Italia
2. Letters of Support (3)

INTRODUCTION

The Gran Fondo is requesting to conduct another Gran Fondo Italia Beverly Hills bicycling event and Bike Expo on Saturday through Sunday, September 27-28, 2014. The proposed bike event includes similar elements and locations to last year's program except that this new Gran Fondo request is also seeking approval for two consecutive years.

Saturday, September 27

- Bike Expo in Beverly Canon Gardens
- VIP Reception in the City Hall Municipal Gallery

Sunday, September 28

- Bike Expo to continue in Beverly Canon Gardens
- Bike ride kick-off from the 300 and 400 blocks of North Rodeo Drive (prior to 8 a.m.)
Route has not yet been finalized at this time, but will be similar to last year's, traveling to Malibu and Santa Monica Mountains, with minor modifications.
- Finish Line ONLY (one/north lane closure only; and southbound lanes would be completely open to traffic with barricades in place). A few canopies would be in place in front of City Hall, for photo ops and to assist with directing participants and their guests/families to Beverly Canon Gardens.

DISCUSSION

Gran Fondo has reviewed and discussed the proposal with the Beverly Hills Chamber of Commerce and the Beverly Hills Conference and Visitors Bureau (BHCVB), and has received positive feedback as well as letters of support from the Chamber, Rodeo Drive merchant Dolce & Gabbana, and the Italian Consul General (see Attachment #2). If the City were to approve the event, similar advance notification, and outreach would continue to occur and broaden (continued discussions with the CVB regarding marketing opportunities/price points/etc.; meetings with the Rodeo Drive Committee, notification of appropriate neighbors, including churches, etc.).

In addition, some other elements to consider include:

- Major sponsor is Colnago (*manufacturer of high-end road racing bicycles*);
- International publicity in a high end market;
- Centennial tie-ins - Possibility of a "100 Years of Cycling" photo and memorabilia exhibit
- Regional charitable groups involvement (Susan G. Komen Breast Cancer Foundation; Ride 2 Recovery, etc.);
- Bike Expo within Beverly Canon Gardens provides easy access to the Business Triangle, and Gran Fondo is working (would continue to work) with local groups/merchants in obtaining potential "incentives/discounts" to further encourage participants to explore all that Beverly Hills has to offer by visiting neighboring shops and restaurants, including Rodeo Drive;
- Bike Expo will provide spaces for local merchants who are interested in presenting their products and/or services; and
- Additional promotion of health and fitness activities in Beverly Hills.

FISCAL IMPACT AND RECOMMENDATION

On May 14, staff and a Gran Fondo representative reviewed the proposal with the Rodeo Drive/Special Event Council Liaisons (Mayor Bosse and Councilmember Krasne), who reviewed the proposal and were supportive of the following elements, which are similar to last year's bike event:

- to conduct a *Gran Fondo Italia Beverly Hills* Cycling Event on Saturday and Sunday, September 27-28, 2014 in Beverly Hills;
- to utilize the Beverly Canon Gardens for the Bike Expo on Saturday and Sunday;
- to close the 300 and 400 blocks of North Rodeo Drive on Sunday morning (before 9 a.m.);
- to close one lane only on North Crescent Drive on Sunday only (approximately 8 a.m.-4 p.m.);
- to utilize the available space adjacent to City Hall on Crescent; and use of the Municipal Gallery;
- provide a flat fee parking rate for participants in the Gran Fondo (*which was also provided last year*); and
- provide partial City sponsorship which includes:
 - use of Beverly Hills in name – *Gran Fondo Italia Beverly Hills*
 - use of Beverly Hills Shield on cycling jerseys
 - international pre-event publicity

(Last year, the City approved a waiver of the 2nd day of rental fees for use of the Beverly Canon Gardens. The total amount for the entire event was estimated at \$44K, and with the reduction in fees, the final cost was approximately \$36K.)

In addition, the one new element and request includes:

- Consideration of approval of a similar bike event (**with the same logistics**) in Beverly Hills (date to be determined), in order to begin international promotion and marketing in 2014 of a 2015 event in Beverly Hills at all of the other Gran Fondo events.

Honorable Mayor & City Council
Meeting Date: June 17, 2014

With the success of last year's bike event, the positive and international promotion of Beverly Hills, the support of community members/groups, and the other positive elements as noted above, approval of a Gran Fondo Italia Beverly Hills is recommended. In addition, if a second year is also approved (and includes similar logistics as the 2014 and 2013 events), then international promotion can occur immediately following the September 2014 event. City Council direction is respectfully requested.

Gran Fondo Managing Director Greg Hendrickson will be available to address the City Council's questions at the June 17 study session.

Gisele Grable

Steven Zoet
Approved By

Attachment 1



Mr. Jeff Kolin
 City of Beverly Hills
 455 N. Rexford Drive
 Beverly Hills, CA, 90210
jkolin@beverlyhills.org

c/c
 Mrs. Gisele Grable
ggrable@beverlyhills.org

Laguna Beach, May 6th, 2014

Object: Gran Fondo Italia in Beverly Hills

Dear Jeff and Gisele,

I am sending this letter to you in order to officially request from the City of Beverly Hills the support to organize a Gran Fondo Italia cycling event in Beverly Hills in 2014. The dates that we have already discussed for this event are September 27 and September 28.

The name of the event could be *Gran Fondo Italia Beverly Hills*, and it will be part of a worldwide series of amateur events (not races) organized by Gran Fondo Italia LLC, a company with Italian and US presence and many of the same team members that worked on the prior events in Beverly Hills.

In 2014 the events that we will organize are the following:

- Gran Fondo Italia Aspen-Snowmass August 10
- Gran Fondo Italia Atlanta-Roswell October 19
- Gran Fondo Italia Miami-Coral Gables November 9
- Gran Fondo Italia Rio de Janeiro November 16

In 2015 we expect to announce additional Gran Fondo events and partnerships worldwide.

The Gran Fondo will follow the same concept of the events that I organized with Greg's support in both 2011 and 2013 and that started from Rodeo Drive (the Gran Fondo Colnago Los Angeles in 2011, and Gran Fondo Giro d'Italia Beverly Hills in 2013), including a strong "Italian feeling" with Italian sponsors, Italian foods, and a great Italian atmosphere.

I would like to have the opportunity to work with the City of Beverly Hills in order to develop this project, and to also receive support, as in previous years, for the communication of the event and the

Aspen • Snowmass
 August 10, 2014

Atlanta • Roswell
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Miami • Coral Gables
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logistical aspects of it, with some support in terms of reduced city costs, where it is possible. We are also excited to hear about the initiatives for health and fitness in 2014: this can be an important event to help with that message and we look forward to working with you on marketing communications through the Conference & Visitor's Bureau (CVB) that support those efforts. We have met with the Chief Executive Officer of the CVB, Julie Wagner, to review the details and work on potential programs and elements both during the event, and in the weeks leading up to the event in September.

The planned event schedule is proposed as follows:

- Saturday, September 27

- 10 AM - 4 PM Bike Expo at Beverly Canon Gardens
- 7 PM - 10 PM VIP Reception at City Hall Municipal Gallery

-Sunday, September 28

- 5 AM - 8:00AM closure on 400 block of North Rodeo Drive for start of ride
- 7 am Start of the ride at the end of Rodeo Drive, by the Brooks Brothers shop
- 6 AM - 5 PM lane closure on Crescent Drive / front of City Hall
- 9 AM - 4 PM Bike Expo at Beverly Canon Gardens

We have partnerships to access the rich and 100+ years of history behind cycling in Italy, and we look forward to the opportunity to link the centennial of Beverly Hills with 100 years of cycling events, memorabilia and history. We hope this can both provide co-marketing opportunities with the centennial and with health and fitness initiatives. This concept was well received in our meetings with Alex Stettinski, the Executive Director of the Chamber of Commerce and Julie Wagner of the Conference and Visitor's Bureau, and also with Colnago, one of our event series sponsors that has a 60 year history of working with the world's top professional cycling events.

Our goal is to also create local business with hotels, restaurants, catering, and shopping. If we work together on co-marketing we can drive our participant purchasing, and also use local suppliers for the event production. We joined the Beverly Hills Chamber of Commerce, and are actively working with the Chamber of Commerce to support and participate in the activities of the association. As part of that participation we will offer special entry packages for local businesses, and reserve a special area in our Expo for the local business that want to come to present their products and services.

We would like to have an arrangement with selected restaurants in the city to create a special dining options for the traveling participants to the Gran Fondo during the week of the event, and help motivate them to come to Beverly Hills also during the week to experience all that Beverly Hills has to offer.

Besides the "business aspect" we also realize the importance of events like this for local charities and goal achievement for those overcoming adversity. In 2013 we worked with the Susan G.

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August 10, 2014

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Komen Breast Cancer Foundation, we provided free entries, premium event access and support for recovering veterans with the Ride 2 Recovery team, and we supported the efforts of a self-organized team, Team Alison, that rode to inspire their friend Alison Chavez in her ongoing battle with cancer. We will do our best to work with both our rider community and the local business community to support charities and important causes in 2014.

With the proposed name of the event, *Gran Fondo Italia Beverly Hills*, we would like to have the opportunity to include the shield of the city in the merchandise that is included in participant gifts, and on the commemorative event jersey for the event that is offered, as we did last year.

We will promote this event internationally, with significant marketing to drive participants from outside the city of Los Angeles and encourage longer visits in Beverly Hills.

We look forward to building on the success of previous events and continue to grow the event for years to come. We can already count on the support of several sponsors and Italian institutions for a Gran Fondo Italia in Beverly Hills, and this will allow us to start the event with high-level visibility and communication.

Please let us know if you need more information to provide the official approval for the event,

Regards,

Matteo Gerevini
Gran Fondo Italia
ITALY

A handwritten signature in blue ink, appearing to read 'Matteo Gerevini', written over the printed name.

Greg Hendrickson
Gran Fondo Italia
USA

A handwritten signature in black ink, appearing to read 'Greg Hendrickson', written over the printed name.

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Attachment 2



May 13, 2014

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA, 90210

Honorable Mayor and City Council,

The Beverly Hills Chamber of Commerce would like to express its support for the proposed Gran Fondo Italia Bike Event on September 27-28, 2014 with one day of partial street closure on Crescent Drive between City Hall and The Annenberg Center for Performing Arts. Last year's event brought over one thousand cyclists and their friends and families into town one weekend in November that culminated with a large Expo at Beverly Canon Gardens. This event has proven to be beneficial to our business community by driving visitors to the City on weekends when stores typically get less traffic. The event will provide an opportunity for local merchants to participate in the event and related activities.

Attendees of the event will be able to easily dine at our restaurants and walk around and shop while in Beverly Hills. In addition, the event could be a nice occasion to bring the residential community and the business community together. The planned street closures happen early in the morning and should not encumber or inconvenience residents in any significant way.

The Chamber looks forward to welcoming Gran Fondo and working with them to ensure another successful year.

Warm regards,

A handwritten signature in black ink, appearing to read "Alex Stettinski". The signature is written in a cursive style and is followed by a long horizontal line.

Alex Stettinski
Executive Director

DOLCE & GABBANA

Mr. Jeffrey C. Kolin
City of Beverly Hills
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c/c
Mrs. Gisele Grable
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New York, May 7, 2014

Object: Gran Fondo Italia Beverly Hills

Dear Sir and Madam,

Dolce&Gabbana, Inc. is pleased to express our support for the launch of the Gran Fondo Italia Beverly Hills event, slated for 2014. This event is geared to promote Italian Commerce and the "Made in Italy" trade mark.

The event is at his third edition and we believe that it can guarantee a high level of organization and quality that can match the City's expectation

As an Iconic Italian brand and a staple on Rodeo Drive, we at Dolce&Gabbana believe that the Gran Fondo Italia has the potential to be an important driver of tourism and promotion for the city of Beverly Hills, and as such we are ready to endorse any collateral activities that can further the business and profile of Rodeo Drive.

Regards,


Anthony Beron
Director of Stores
Dolce&Gabbana USA, Inc.



THE CONSUL GENERAL OF ITALY
LOS ANGELES

Los Angeles, April 23, 2014

Dear Mr. Gerevini,

I am pleased to learn that "Gran Fondo Italia" will return to Beverly Hills.

The two previous editions were met with the tangible enthusiasm of the participants and of bicycling aficionados throughout Southern California and were a resounding success.

"Gran Fondo Italia Beverly Hills" has also been a perfect showcase for the sponsors of the event who were provided with a prime opportunity to underscore Italian excellence in this expanding market sector.

The Consulate General of Italy in Los Angeles gladly renews its support to Gran Fondo Italia for the 2014 edition. I am certain that, thanks to your attentive and thorough organization, the event will continue to enjoy the acclaim and appreciation of all participants and the public at large.

With my best regards,



Giuseppe Perrone

Mr. Matteo Gerevini.
Manager
Grand Fondo Italia