



## STAFF REPORT

**Meeting Date:** August 19, 2014  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Rodeo Drive Committee Request for Ferrari's 60<sup>th</sup> Anniversary  
Celebration on October 11-12, 2014  
**Attachment:** Letter from the Rodeo Drive Committee

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### **INTRODUCTION**

The attached letter was submitted by the Rodeo Drive Committee providing information regarding a proposal for a Gala Event for invited guests, and a Ferrari Exhibition for the general public in celebration of Ferrari's 60<sup>th</sup> Anniversary. The key elements would include street closures for the 200, 300 and 400 blocks of North Rodeo Drive and the 400 block of North Crescent Drive, adjacent to City Hall over the weekend of October 11-12, 2014.

The event details were reviewed last week by the City Council Liaisons for Rodeo Drive & Special Events (Mayor Lili Bosse and Councilmember Nancy Krasne) with the Rodeo Drive Committee representatives and received preliminary support.

### **DISCUSSION**

In celebration of Ferrari's 60<sup>th</sup> anniversary, a Ferrari Grand Gala celebration is proposed to occur on Saturday, October 11 on the 400 block of North Crescent Drive, with City Hall as the iconic background to the festivities. 500 guests including Ferrari owners, celebrities and press will be invited to attend the Grand Gala, and will arrive and be dropped off at the Rexford Drive entrance to City Hall. Guests will walk through the building to North Crescent Drive, where the evening's festivities will be situated in an enclosed area of the street. (The gala will occur outdoors, and in case of rain, The Wallis location has been reserved as the contingency back-up plan.)

On Sunday, October 12, a one of a kind Ferrari Exhibition is proposed for North Rodeo Drive, and will include approximately 60 vintage Ferrari vehicles, as well as new Ferrari designs never previously exhibited. The event will be highly publicized and is anticipated to draw local and international press/media, a large number of spectators, as well as Ferrari owners and car clubs. The exhibit will be similar in some respects to the successful Concours d'Elegance Car Show on Rodeo, and will also be free and open to the general public from 10 a.m. to 4 p.m.

On Sunday, Crescent Drive would also be utilized as a staging area for Ferraris as needed for various Ferrari owners and car clubs that are expected to be in attendance.

**STREET CLOSURES**

The following information provides details of the street closures for these events:

Wednesday, October 8 – Monday, October 13

- **400 block of North Crescent Drive**  
-Closed from 9 p.m. (*previously requested at 6 a.m.*) starting on Wednesday evening to begin the construction of a sub-floor.  
-Street re-opened by 6 a.m. on Monday, October 13.

Saturday, October 11 – Monday, October 13

- **200 block of North Rodeo Drive**  
Closed from noon on Saturday through 6 a.m. on Monday
- **300 and 400 blocks of North Rodeo Drive**  
Closures starting at 2:30 p.m. on Saturday through 6 a.m. on Monday
- **Brighton Way, east of 9510 Brighton Way parking structure to Beverly Drive**  
Closed from 11 p.m. on Saturday through 6 a.m. on Monday
- **Dayton Way, between the alleys east and west of Rodeo Drive**  
Closed from 11 p.m. on Saturday through 6 a.m. on Monday

Sunday, October 12

- **Camden Drive – between Wilshire Blvd. and Little Santa Monica**
- **Santa Monica 5 Parking Structures/Lots –between Camden and Beverly**  
Closed from 6 a.m. to 6 p.m. on Sunday only (parking for Ferrari owners, etc.)

The City’s parking structures in the Business Triangle (even those normally closed on Sundays) will be open and 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. Residents adjacent to the churches 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**

In addition to the street closure request, the Rodeo Drive Committee (RDC) is also seeking co-sponsorship of the event. (*The City Manager’s Office has indicated that if the City Council approves co-sponsorship, staff will amend the RDC’s agreement, and include the Ferrari event with the other Rodeo Drive activities and events.*) If the City is a co-sponsor of the Rodeo Drive Committee’s program and events, a street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. The Rodeo Drive Committee is also working on a proposed promotional banner campaign, which would also be allowable if the City is a co-sponsor.

The Rodeo Drive Committee will also provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

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In order to accommodate all of the guests and Ferrari owners (and staff) who will be arriving for the various festivities, three Beverly Hills hotels (to date) will be assisting with room accommodations. In addition, the Rodeo Drive Committee will also be working with the Beverly Hills Conference and Visitors Bureau on hospitality and visitors packages.

**RECOMMENDATION**

City Council Liaisons Mayor Lili Bosse and Councilmember Nancy Krasne provided preliminary support of the Rodeo Drive Committee's proposal for the Ferrari's 60<sup>th</sup> Anniversary activities including street closures. With concerns expressed about the Crescent Drive closure, the RDC modified its request from 6 a.m. to 9 p.m. on Wednesday, October 8. *Notification of the August 19 City Council meeting and proposed street closure was provided to the North Crescent Drive merchants.*

Representatives from both the Rodeo Drive Committee and Ferrari will be in attendance at the August 19 study session to provide updates and to answer any questions that the City Council may have regarding their proposal.

City Council direction is respectfully requested regarding the Rodeo Drive Committee's request for co-sponsorship as well as approval to conduct Ferrari's 60<sup>th</sup> Anniversary Grand Gala at City Hall, and the Ferrari Exhibition on North Rodeo Drive during the weekend of Saturday, October 11 through Sunday, October 12, 2014.

Gisele Grable   
  
Steve Zoet  
Approved By  
SZ

# **Attachment 1**



To: Mayor Lili Bosse and Beverly Hills City Council members

From: Mark Tronstein

RE: Ferrari 60<sup>th</sup> Anniversary Celebration

cc: Tom Blumenthal, Bill Wiley, Kathy Gohari, Craig Donahue, Gisele Grable

On behalf of the Rodeo Drive Committee, we are excited to request your support of a global initiative by automaker Ferrari to celebrate their 60<sup>th</sup> Anniversary in America on Rodeo Drive and in Beverly Hills October 11 -12, 2014. Our membership is enthusiastically supportive of this request.

We believe this initiative will have meaningful economic benefit to the City's stores, hotels and restaurants this weekend.

#### **CITY SPONSORED EVENT**

We would like suggest that this event be viewed as a City-sponsored event. There is no cost to the City or Rodeo Drive, and Ferrari has agreed to cover any City costs of street closures, etc. However, making it an official City-sponsored event allows us to promote the event through banners and other avenues.

#### **HONORED MARQUE AWARD**

As a part of the event, a new award would be introduced by our Concours Committee celebrating an annual Honored Marque with a permanent plaque presented each year and installed either in the pavement or sidewalk on Wilshire at Rodeo.

#### **STREET CLOSURE REQUESTS**

#### **FERRARI 60<sup>TH</sup> ANNIVERSARY EVENTS-Saturday 10/11/14 and Sunday 10/12/14:**

***For Saturday, Oct 11<sup>th</sup> Gala Event on Crescent Dr. Load-in and Strike Request:  
(Event Hrs 6pm-11pm)***

***PLEASE NOTE THAT FOLLOWING MEETING WITH CITY COUNCIL LIAISONS,  
THE STREET CLOSURE OF CRESCENT REQUEST HAS BEEN REDUCED BY ONE  
BUSINESS DAY TO ALLOW SET UP.***

**Crescent Drive** - Requesting street closure from 9pm on Wednesday 10/8/14 until 6am on Monday 10/13/14 for both Southbound and Northbound lanes between Little Santa Monica and Big Santa Monica Blvd to build subfloor, have event and complete strike.

**Rexford Drive** - The two Southbound lanes between Big Santa Monica and just north of the Fire Station would need to be closed for Valet/Guest arrival (6pm) and departures (11pm) from 5pm until 12 midnight on Saturday 10/11/14.

***For Sunday, Oct 12<sup>th</sup> 60<sup>th</sup> Anniversary Ferrari Rodeo Dr. Event on N. Rodeo Dr. Load-in, Event and Strike Request: (Event Hrs 10am to 4pm)***

**Rodeo Drive** - Request for both North and Southbound lanes of 200 blk of N. Rodeo Drive to be closed beginning at 12pm on Saturday 10/11/14 to begin carpet installation.

Begin rolling closure of Northbound lanes (along East side of Rodeo Dr.) in the 300 blk of N. Rodeo Drive at 2:30pm then adding closure of Northbound lanes in the 400blk starting at 5:30pm.

Begin Closure of the Southbound lanes of both 300 and 400 blks at 8pm (along the West side of Rodeo Dr.).

All three blks of N. Rodeo Dr. between Wilshire and Little Santa Monica would remain closed until approximately 2am on Monday 10/13/14 to complete the full strike.

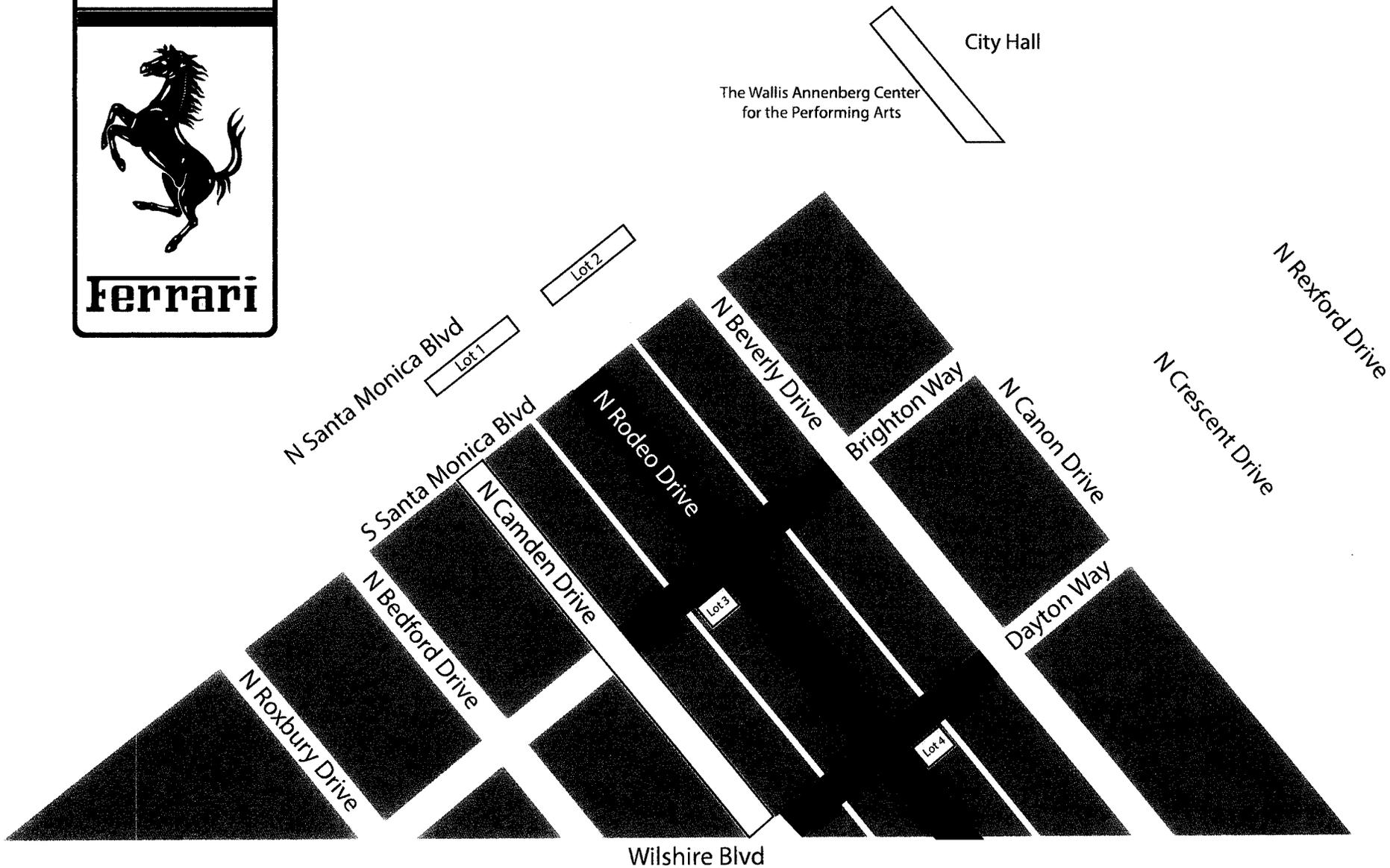
**Brighton Way** - Between Beverly Dr. and the entrance to 9510 Parking Garage, request to be closed starting at 11pm on Saturday 10/11/14 until 6am on Monday 10/13/14 to finish full strike. (Brighton would be reversed at Camden to entrance to 9510 Parking Garage to allow for, staff, merchant and guest parking as per Concours event).

**Dayton Way** - Between alleys East and West of Rodeo Dr. (leaving access to 2 Rodeo Parking Structure) 11pm on Sat. 10/11/14 until 6am on Monday 10/13/14 for Pre Event Parade from 7am to 10am, Event Load-in and strike.

**Camden Drive** - Between Wilshire and Little Santa Monica closed on Sunday 10/12/14 from 6am to 6pm for Parking of Ferrari Owners attending the event. (Parking Direction on Camden would be supervised by Event Personnel).

**Request full use of City Parking Lots** - Between Little Santa Monica and Big Santa Monica Blvd between Camden and Beverly closed on Sunday 10/12/14 from 6am to 6pm for Parking of Ferrari Owners attending the event.

As always, thank you very much in advance for your consideration. Representatives from Rodeo Drive and Ferrari will attend the City Council Meeting on August 19 to answer any questions you may have. We are truly excited about bringing this world class event to the City of Beverly Hills and to Rodeo Drive.



■ red = Ferrari event  
□ yellow = parking