



STAFF REPORT

Meeting Date: August 19, 2014
To: Honorable Mayor and City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: ASICS LA Marathon Request for 2015 and 2016
Attachment: 1. Letter of Request for ASICS LA Marathon Events

INTRODUCTION

The LA Marathon has provided a letter of request seeking to include Beverly Hills in its *Stadium to the Sea* course on Sunday, March 15, 2015, as well as the following year on Sunday, February 14, 2016. The route and logistics would be the same as in the previous five years.

This item was reviewed last week by the City Council Liaisons for Rodeo Drive & Special Events (Mayor Lili Bosse and Councilmember Nancy Krasne) and received preliminary support.

DISCUSSION

On Sunday, March 9, 2014 and for the fifth year in a row, the City of Beverly Hills participated in the ASICS LA Marathon event. With cooperation between four cities and the Veteran's Administration, the "*Stadium to the Sea*" course was the same as in previous years, traveling from downtown Los Angeles, through the Cities of West Hollywood, Beverly Hills, West Los Angeles (including Veteran's Administration), to Santa Monica. In addition, for the last three years, City staff began opening the City's streets starting at noon, and had all streets open to vehicular traffic by approximately 1:00 p.m.

Key elements for the 2014 ASICS LA Marathon event included:

- All permits, fees, equipment and personnel costs were covered by the Marathon (\$104K).
- The City's Emergency Operations Center (EOC) was in operation and assisted with the coordination and facilitation of the event within Beverly Hills. WebEOC was also utilized by the Beverly Hills EOC and Multi-Agency Center in Los Angeles to provide information, as well as track and manage the event. The Police Department was the lead agency for Operations.
- The City's Emergency Hotline (310.550.4680) was used to assist with calls. As the community has become familiar with the route, fewer calls have been received each year. Similar to 2013, approximately 35 calls were received this year (pre-race and "day of"), which is a dramatic decrease from previous years (125 calls in 2012 and 227 calls in 2011.) The majority of calls were primarily seeking directions; only a few were complaints.
- 64 City resident runners participated in the 2014 Marathon, and 177 residents participated in the Marathon's 5K event the day before.

- The majority of volunteers (100+) who assisted at the central Water Station #16 which was coordinated by former Recreation & Parks Commissioner Kathi Rothner included Beverly Hills residents (BHUSD students, PTA members, Boy Scouts, Team Beverly Hills members, City Commissioners, DCS volunteers, etc.).
- Six Beverly Hills hotels were included on the Marathon's website as official hotels, and as one incentive for runners to stay in Beverly Hills hotels, a shuttle service was provided to the Marathon's start/finish lines for hotel guests.
- Mini Block Party coordinated by the City included participation with local merchants and community members: Beverly Hills Market with Beverly Hills student volunteers; Whole Foods Beverly Hills; Conference & Visitors Bureau; etc.
- Information and images from Beverly Hills were regularly included in the international media outreach through news segments as well as online and print press.
- Local media coverage also included:
 - Race Day Broadcasts:
 - Former Mayor John Mirisch was interviewed and featured on KTLA, which was later re-broadcast nationally on the Universal Sports Network;
 - A KTLA Reporter reported from Crescent Drive providing live coverage of the City's key Water Station (Arrowhead Hydration Zone) and Beverly Hills Cheer/Block Party;
 - After the race:
 - KTLA's coverage was re-broadcast nationally on Universal Sports;
 - The ASICS LA Marathon Facebook page (with 34,000 likes), asked its followers what was their "Favorite Landmark" throughout the course, and Rodeo Drive won with the majority of votes.
- The intersection of Rodeo Drive and Wilshire Boulevard continued to be the prime location of a popular and interactive, large scale video board provided by ASICS, called "Support Your Marathoner" and included an opportunity for friends and family members to send personalized text messages to help motivate the runners.
- The Marathon assisted with fundraising efforts by **local** branches of charity groups and organizations (such as the Concern Foundation, Khalili Foundation, Think Cure, Lupus LA, etc. (A total of 91 charity groups raised \$3.7 million, which included \$175,400 from local non-profits.)

Elements for Consideration

The proposed elements for the 2015 and 2016 events include:

- An opportunity to utilize and test the City's Emergency Operations Center operations and equipment, as well as test City staff and volunteers in a regional/multi-jurisdictional scenario in a non-emergency setting. This opportunity also assists in building regional relationships, as well as correcting any issues that may arise through the process.
- The Rodeo Drive Committee has provided its support of the events.
- Inclusion of City website links on the Marathon's website (City of Beverly Hills; Conference & Visitors Bureau; six Beverly Hills hotels; etc.).
- International media coverage (Beverly Hills is often a highlighted feature in media coverage).
- Increased revenue including Transient Occupancy Tax/TOT monies.
- Provides opportunity for residents and local merchants to participate in a community activity.
- Provides residents an opportunity to observe the Marathon without having to travel across town. *Positive comments have included the ability to walk or bike to the event instead of driving across town.*
- Ability for City staff to provide north/south access to vehicular traffic starting at noon, and completely re-opening by 1:00 p.m.

- Assists in fundraising efforts for local branches of charitable organizations. *(Beverly Hills based non-profits raised over \$175,400 during the 2014 event.)*
- Community's and staff's familiarity with the route greatly assists in the facilitation of logistical details as well as addressing any areas of concern. Staff and volunteers are able to deal with issues either during the event or in advance of the race (calls/emails have dramatically decreased in recent years with the community's familiarity of the race elements).
- Although the LA Marathon, the Beverly Hills Office of Emergency Management, and Police Department work closely in regards to security and safety issues, they have increased and enhanced various security measures (which Police and Emergency Services continue to do for this and any large-scale City events).
- Provides an opportunity for regional cooperation (four cities and the Veteran's Administration).
- The LA Marathon LLC is a member of the Beverly Hills Chamber of Commerce.
- Redirects north/south City access (if required) from 6:00 a.m.-12:00 p.m. *(Sunday mornings before noon is normally the quietest period within the City for vehicular traffic. In addition, some Rodeo Drive merchants are either closed on Sundays or open at noon.)*

FISCAL IMPACT

All City permits and fees have been the responsibility of LA Marathon and in addition includes full cost recovery of all personnel costs, equipment, signage, etc. (\$103,503 for the 2014 permit). In addition, General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured has also been provided by the LA Marathon.

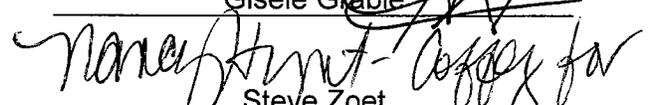
RECOMMENDATION

City Council Liaisons Mayor Lili Bosse and Councilmember Nancy Krasne provided preliminary support of the LA Marathon's request for a two-year extension.

Tracey Russell, Chief Executive Officer of the LA Marathon, 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 request to extend an agreement for the inclusion of Beverly Hills in the ASICS LA Marathon for the next two years from 2015 through 2016 (on Sundays: 3/15/2015 and 2/14/2016).

Gisele Grable 


Steve Zoet

Approved By 

Attachment 1

LA MARATHON®

June 23, 2014

The Honorable Lili Bosse
Mayor of Beverly Hills
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Bosse,

The 2014 ASICS LA Marathon – the fifth running of the Stadium to the Sea course – was another huge success with over 25,000 registrants in the marathon; 4,500 in the LA Big 5K; and 91 charity partners raising over \$3.7M!

Cooperation between the four cities and the Veteran's Administration continues to be a key ingredient in the success of the ASICS LA Marathon. The Stadium to the Sea course is very appealing to our runners and it provides a fantastic opportunity to weave together the special attributes that make our region a great place to live and visit. The marathon has become a marquee event to celebrate our region locally and to market our best attributes nationally and globally.

As we continue our planning efforts for the 2015 event, we respectfully request a renewal of our agreement with the City of Beverly Hills and the continuation of our successful partnership through the 2016 event.

The City of Beverly Hills is a critically important part of the Stadium to the Sea course. By sending runners through Beverly Hills and down Rodeo Drive, the marathon course provides an ideal local, national and international platform for Beverly Hills' signature style and renowned businesses. In a 2014 post-race poll to our runners through Facebook, the number one favorite place along the entire 26 mile course was Rodeo Drive!

The entire section of the marathon course that runs through Beverly Hills serves as a tremendous source of excitement and activity for the runners and spectators. At the iconic intersection of Rodeo Drive and Wilshire Boulevard, ASICS brought back it's "Support your Marathoner" video board carrying personalized messages to the runners from family and friends. Also popular among the runners, the Arrowhead Hydration Zone returned to the intersection of S. Santa Monica Boulevard and Crescent Drive where they teamed up with the City's Cheer Zone full of volunteers and spectators, which created a celebration at Mile 16. Cheer Alley near little Santa Monica Boulevard and Moreno Drive also provided much appreciated motivation and encouragement to the marathon runners with over 600 cheer leaders!

The ASICS LA Marathon garnered over 143 million impressions across television, print and online coverage. Beverly Hills was featured as a key partner of the marathon course throughout that coverage. A couple examples include:

- An interview with Former Mayor John Mirisch was included in the race day broadcast on KTLA that was then re-broadcast nationally on Universal Sports Network

- KTLA Reporter, Eric Spillman, reported live from Crescent Drive on race day providing live coverage of the Beverly Hills portion of the course, including the City Cheer Zone and Arrowhead Hydration Zone.
- The ASICS LA Marathon Facebook page, which currently has over 34,000 likes, engaged more than 20,000 followers with its "Favorite Landmark" poll of which Rodeo Drive won by a landslide.

Also successful from the partnership with the 2014 ASICS LA Marathon was the tremendous fundraising efforts of the Concern Foundation, the Khalili Foundation and Think Cure. The Beverly Hills based nonprofits raised over \$175,400 to help support the prevention and treatment of cancer and fight obesity. We have also enjoyed being involved in Beverly Hills events such as the Beverly Hills Police Gala and Career Day at Beverly Hills High School.

In an effort to further support the local communities where the ASICS LA Marathon is run, we have created a Community Relations Action Plan, in which we plan to work with the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions to our entire database and online social community. As proud members of the Chamber, we want to expand that relationship and provide opportunities to increase visibility of local businesses, and offer a point of economic development.

Additionally, we worked to incentivize runners to stay in Beverly Hills hotels by offering special shuttles from each of the 6 hotel locations, resulting in a 50% increase in peak nights. We will continue this effort moving forward and hope to see continued growth.

New this year, we respectfully request a two-year extension to our operating agreement, through the 2016 race. In January of this year, Los Angeles was awarded the 2016 U.S. Olympic Trials for Men's and Women's Marathon. More than 350 of America's best marathoners will compete for one of the 3 coveted spots on each of the men's and women's teams selected to represent the United States at the Rio Olympic Games in the summer of 2016. The Olympic Trials here in Los Angeles will take place on the same weekend as the 2016 ASICS LA Marathon on a course separate from the Stadium to the Sea course. The Trials course will be a criterium course in downtown L.A. with the event taking place on Saturday, February 13, 2016. The annual ASICS LA Marathon will keep its iconic Stadium to the Sea course and be run on Sunday, February 14 in 2016. This earlier date for marathon weekend is just for 2016.

Thank you for your tremendous support in making the 2014 ASICS LA Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,



Tracey Russell
Chief Executive Officer