



STAFF REPORT

Meeting Date: September 2, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Rodeo Drive Festival of Watches and Jewelry Program, and
Concert on Sunday, September 14, 2014
Attachment: 1. Letter from the Rodeo Drive Committee

INTRODUCTION

This report provides information submitted by The Rodeo Drive Committee detailing the launch of this year's Festival of Watches and Jewelry including a concert on the 300 block of North Rodeo Drive on Sunday, September 14, 2014 from 6 p.m. to 9 p.m.

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 proposed, and in order to kick-off the Rodeo Drive Committee's second annual Festival of Watches and Jewelry, trumpeter Chris Botti will perform a concert on September 14 for top customers of the fine watchmakers and jewelry stores on North Rodeo Drive and Brighton Way. Other elements of the Festival Week event include hosted private events and cocktail parties in the various participating stores in the area throughout the week, with an open house to the public on September 18 from 6 p.m. to 8 p.m.

For the Sunday evening concert, a small stage will be set up in one of the parking cut-outs on the 300 block of Rodeo Drive, surrounded by 1,000 chairs in the street (the exterior area and sidewalks will be open for public viewing/standing). The event will also include a cocktail reception. Press, media and celebrities are expected to attend.

STREET CLOSURES

The following information provides details of the street closures for this event:

Sunday, September 14

- **The east side of the 300 block of Rodeo Drive**
Closed from 4 a.m. on 9/14 through 1 a.m. on Monday, 9/15
- **The west side of the 300 block of Rodeo Drive**
Closed from 5 p.m. through midnight

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The City's parking structure at 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.

FISCAL IMPACT

As the City is a co-sponsor of the Festival of Watches and Jewelry, the street closure fee will not be charged, but all other City fees and personnel costs will be the responsibility of the Rodeo Drive Committee. In addition, the Rodeo Drive Committee will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

This report is for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City personnel to coordinate and finalize the event plan and logistical details for the Festival of Watches concert event on Sunday, September 14, 2014.

Gisele Grable
Approved By 

Attachment 1



August 18, 2014

Benita Miller
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Benita,

On Sunday, September 14, 2014 the Rodeo Drive Committee will kickoff our second annual **Rodeo Drive Festival of Watches And Jewelry, co-sponsored by the City of Beverly Hills**, which celebrates the many fine watchmakers and jewelers that have stores or representation along Rodeo Dr. Elements of the event will include hosted private events and cocktail parties in the various participating stores in the area throughout the week, with an open house to the public on September 18th from 6-8pm. A Private Concert presented by GENLUX Magazine with renowned trumpeter Chris Botti will take place from 8:30-9:30pm on September 14th. Guests should depart the area by 10pm.

The concert area including stage and seating for 1000 will be in the 300 blk of N Rodeo Dr. at the North end on the East side of the street. There will be a small portion of chair seating also on the West side of the 300 blk of N Rodeo as well.

On behalf of the Rodeo Drive Committee, please accept this letter requesting the following street/sidewalk closures for this event:

Street Closures:

Rodeo Dr.-Request closure for East side of Rodeo Dr. between Dayton and Brighton Way from 4am 9/14 till 1am 9/15.

Rodeo Dr.-Request closure for West side of Rodeo Dr. between Dayton and Brighton Way to be closed from 5pm till 12pm

Sidewalk Closures:

Need sidewalks closed on both East and West sides of Rodeo Dr. along the 300 blk from 5pm till 10pm as this will be a private ticketed event.

Miscellaneous:

Need 2 parking meters posted on south side of Brighton West of Rodeo Dr. between entrance to 9510 Parking Garage and Rodeo Dr. to park generator starting at 4am 9/14 until 8am.

Need 4 parking meters posted on north side of Brighton West of Rodeo Dr. closer to Rodeo Dr. for Media and Equipment truck parking from 4am 9/14 until 1am 9/15

Thanks for your consideration.

Sincerely,

Mark Tronstein, President
Rodeo Drive Committee

cc: Giselle Grable, Craig Donahue