



STAFF REPORT

Meeting Date: September 2, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Warner Bros. Entertainment Inc. Post-Premiere Party at Spago
Attachment: Letter of Request from Spago Beverly Hills

INTRODUCTION

This report provides information provided by Spago Beverly Hills restaurant, on behalf of Warner Bros. Entertainment Inc. regarding a street closure on the 100 block of North Canon Drive in order to hold a post-premiere party. The premiere of Warner Brothers' upcoming feature film "*The Judge*" will be held at the Academy of Motion Pictures Arts & Sciences and the premiere party will occur in a tent in front of Spago on Wednesday, October 1, 2014 from 9:30 p.m. to 12:30 a.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

The proposed installation for the party would be similar to an event held last September in 2013 at this location, with the tent also located in the 100 block of North Canon Drive (adjacent to Spago). The tent will accommodate 700-800 guests, and various elements inside the tent include seating, food and beverage service and ambient music. The party will occur between the interior of Spago and within the tent.

STREET CLOSURE

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

- The 100 block of North Canon Drive (between Wilshire Boulevard and Clifton Way) from midnight on Wednesday, October 1 through 10:00 a.m. on Thursday, October 2 to allow sufficient time for tent installation, party set-up, and breakdown of equipment immediately following the event. Traffic from Canon Drive will be diverted onto Clifton Way. Access to the 9401 Wilshire Boulevard structure (entrance located at the intersection of Clifton Way and Canon Drive) will be available at all times. *(Please Note: that in previous years, the striking of events occurred more quickly than anticipated, and they have been able to open the street much earlier than initially proposed.)*

MERCHANT NOTIFICATION

Spago has notified all affected businesses on the 100 block of North Canon Drive. Spago has also reviewed the street closure details with the Montage Hotel and they have indicated their support of the event. In addition, all businesses and/or residents on the 200 block of North Canon Drive and Clifton Way will be notified of the upcoming activity.

FISCAL IMPACT

All City costs and fees will be the responsibility of Spago, including street closure fees (estimated at \$22,000). In addition, Spago will provide a Certificate of Insurance for \$2 million in general liability, naming the City of Beverly Hills 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 for Warner Bros. Entertainment Inc.'s post-premier party at Spago on Wednesday, October 1, 2014. Staff will work with City personnel (Fire and Police Departments) to review the final logistical details, and provide approval once any adjustments are made (if necessary) and as recommended by staff.

Gisele Grable
Approved By 

Attachment 1



Ms. Benita Miller

Office of Community Services
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Benita,

This letter requests permission from The City of Beverly Hills for Spago to host the premier for the film *The Judge* hosted by Warner Bros. Entertainment Inc. The proposed event will be held at Spago Beverly Hills on Wednesday, October 1, 2014 from 8:00pm-12:30am. The anticipated guest count is 700-800 people, which would not be able to be accommodated within Spago restaurant.

As a result, we are requesting permission to construct a tent in front of Spago on the 100 block of North Canon Drive. This set up is similar to previous layouts for the WB *Prisoners* in 2013, PremierFox Post-Emmy Awards show in 2007 and the HBO Post-Emmy parties held in 1999 and 2000. The premier is taking place at The Academy of Motion Pictures Arts and Science and will end around 8:00pm. After the premier, guests will begin to arrive at Spago between 8:00pm and 8:30pm and will depart Spago by 12:30am.

On behalf of our client, Warner Bros. Entertainment Inc., we are submitting a request for temporary street closure for the 100 block of North Canon Drive between Wilshire Boulevard and Clifton Way beginning on Wednesday, October 1, 2014 at 12:00am and ending at 10:00am on Thursday, October 1, 2014. This closure is required for installation of the tent, the premier party setup and strike of all equipment immediately following the event.

Spago has reached out to all affected merchants on the 100 block of North Canon Drive to gain their support on this event. We have also spoken with Montage Beverly Hills in which they are happy to work with us on this project. If approved by the City Council, Spago also intends to mail letters to all merchants affected by this closure. Samantha Sackler Productions will be responsible for all city costs related to permits and personnel on behalf of Warner Brothers. Spago Beverly Hills will also name the City of Beverly Hills as an additional insured for general liability in the sum of \$2,000,000.

We appreciate your cooperation in this matter and look forward to working together on another successful event in Beverly Hills!

Sincerely,

Ana Alvarez
Director of Special Events

Cc: Amanda Lamb, Warner Bros. Entertainment Inc.
Jennifer Wang, Samantha Sackler Productions
Dallas Duckett, Samantha Sackler Productions
Tracey Spillane, Spago Beverly Hills
Ana Alvarez, Spago Beverly Hills