



## STAFF REPORT

**Meeting Date:** October 7, 2014  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Crescent Drive Street Closure Request for 2015 Special Event  
**Attachment:** Letter from Vanity Fair

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### **INTRODUCTION**

The attached letter was submitted by Vanity Fair, Director of Special Projects Sara Marks part of Condé Nast providing information regarding a proposal to conduct the next 2015 Vanity Fair Academy Awards dinner and reception in the City of Beverly Hills. The key elements would include a street closure of the 400 block of North Crescent Drive, use of the Crescent side of City Hall, and possible use of the Municipal Gallery for the Sunday, February 22, 2015 event.

The preliminary event details were reviewed recently by the City Council Liaisons for Rodeo Drive & Special Events (Mayor Lili Bosse and Councilmember Nancy Krasne) with Ms. Marks and her team and received preliminary support at that time.

### **DISCUSSION**

Vanity Fair's annual Academy Award party has been an international high profile event that has occurred for over 20 years. Although originally held in Morton's in West Hollywood for many years, in recent times, the location has moved to various sites in the city. Vanity Fair is now seeking a new venue, and after consideration of various local sites within Beverly Hills and adjacent cities, they are now seeking to conduct the 2015 event adjacent to the iconic Beverly Hills City Hall.

It is estimated that approximately 1,000 invited guests (which include actors, politicians, athletes and guests from all industries) to be in attendance and whose arrivals are staggered over the course of the evening (guests are provided "time-coded" admission cards and parking passes). The evening's program consists of an "Oscar awards viewing dinner" for 150 invited guests during the awards show, followed by a reception for up to 1,000 guests.

In order to accommodate the construction of a tent, the proposal includes a request to close the 400 block of North Crescent Drive (one block only between North and South Santa Monica Boulevard) from approximately Thursday, February 12 through Thursday, February 26, 2015. Because of the sensitivity of this type and length of time for a street closure, the Vanity Fair representatives have already provided outreach to the surrounding community (including residents, Crescent Drive merchants, and local churches) informing them of the proposed

closure and have notified them of the October 7 City Council meeting. In addition, the Wallis Annenberg Center of the Performing Arts has been notified and has granted their support.

The event will be similar in scope in some respects to the successful Grand Opening Gala for The Wallis Annenberg Center for the Performing Arts. Similarly to this previous large scale event at this location, staff would work closely with the event planners, and appropriate City Departments and personnel to determine appropriate traffic and parking plans. Except on the day of the event, the City's 450 Crescent Drive parking structure will be open and accessible for public parking throughout the period of the street closure.

City Council Liaisons Mayor Bosse and Councilmember Krasne provided recommendations if the proposal is approved. Some of the suggestions included, but were not limited to: notification efforts to the surrounding community; utilizing local merchants, when and where appropriate; message boards and directional signage regarding closure (including "Crescent Drive Merchants Open for Business"); etc. The Vanity Fair representatives have already indicated that they are more than willing to utilize the services of our local Crescent Drive merchants during the street closure period.

As is the case every year, the Vanity Fair's Academy Awards Event will be highly publicized and is anticipated to draw international press and media.

In addition, event attendees and guests who are not residents of Beverly Hills will be further encouraged to take advantage of the City's numerous and nearby hotel accommodations.

#### **MERCHANT AND RESIDENT NOTIFICATION**

With any and all street closures that occur on the 400 block of North Crescent Drive, all adjacent residents and merchants would be notified of the upcoming activity and dates. The local churches located on Santa Monica Boulevard would also be provided a letter detailing the event activity and street closure.

Also, additional signage and message boards (directional and "Crescent Drive merchants open") would be provided in advance of the street closure.

#### **FISCAL IMPACT**

In addition to the street closure request for 2015, Vanity Fair is also potentially requesting a three year commitment.

All City fees and personnel costs will be the responsibility of Vanity Fair. In addition, they would also provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

#### **RECOMMENDATION**

City Council Liaisons Mayor Lili Bosse and Councilmember Nancy Krasne provided preliminary support of Vanity Fair's Academy Award Event on February 26, 2015 including the two week North Crescent Drive street closure and utilization of City Hall campus.

Ms. Sara Marks from Vanity Fair will be in attendance at the October 7 study session to provide updates and to answer any questions that the City Council may have regarding the proposal.

Honorable Mayor and City Council  
Meeting Date: October 7, 2014

City Council direction is respectfully requested regarding the Condé Nast request to conduct Vanity Fair's Academy Award Event on Sunday, February 22, 2015, including the following elements:

- Two week street closure of the 400 block of North Crescent Drive from February 12-26, 2015;
- Use of City Hall grounds and Municipal Gallery for related activities; and
- Consideration to conduct the event at this location for three years if they decide to move forward with this element.

Gisele Grable

Steve Zoet  
Approved By

# **Attachment 1**

LOS ANGELES:  
6300 Wilshire Boulevard  
Los Angeles  
Tel: (323) 965-3400

LONDON:  
Vogue House, 1 Hanover Square  
London W1R 0AD, England  
Tel: 44-207-499-9080

PARIS  
Place du Palais Bourbon  
75343 Paris Cedex 07  
Tel: 33 44 11 78 52

**VANITY FAIR**  
**SARA MARKS**  
**DIRECTOR OF SPECIAL PROJECTS**

To: The Honorable Mayor, Beverly Hills Council & the City of Beverly Hills  
From: Sara Marks

Further to our meeting and telephone conversations, we would like to make a request to host our 2015 Vanity Fair Academy Award Event in the City of Beverly Hills.

Vanity Fair's Academy Award event consists of a viewing dinner for approximately 150 people during the awards, followed by a party for about 850 guests whose arrivals are staggered over the course of the evening. Each guest that attends has a time coded admission card/parking pass. Timing for the evening has been 5pm to 2am, but this may change this year as the Academy is planning to start the show earlier.

The location that we would like to use is: N Crescent Drive between Santa Monica Blvd & S Santa Monica Blvd. We would also like to incorporate the City Hall gardens adjacent to this space, and would create a custom lighting plan for the main City Hall building as viewed from this location. (City Hall Campus and possibly the Municipal Gallery).

Our estimated dates for the closure of the northbound lane of Crescent Drive would be from Thursday, February 12, 2015 to Thursday, February 26, 2015.

We have distributed notification letters (approved by City staff) to the residents, local churches and Crescent Drive merchants.

If approved by the City Council, we will be in contact with those on the distribution list and ensure that they are made aware of any further street closures which may occur during that time or on Sunday the 22<sup>nd</sup>.

We look forward to meeting with the local merchants (Pioneer Hardware, Beverly Hills Market) to see how we might work with them or use their facilities during the time we are in Beverly Hills.

Thank you for your consideration. We hope that we will get the necessary approval to move forward and be able to create a long-term relationship with the City of Beverly Hills.

If you need any additional information, please do not hesitate to get in touch.

Sincerely,

Sara Marks