STAFF REPORT

Meeting Date: November 4, 2014

To: Honorable Mayor and City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Update - ASICS LA Marathon Event on February 14, 2016

Attachment: Letter of Support from Beverly Hills Chamber of Commerce

INTRODUCTION

In August 2014, the City Council approved the LA Marathon's request to conduct its race through Beverly Hills on Sunday, March 15, 2015, but had concerns regarding the February 14, 2016 date since it is on Valentine's Day. To date, the LA Marathon has discussed the Council's concerns with the Beverly Hills Conference & Visitors Bureau, the Beverly Hills Chamber of Commerce, and the Rodeo Drive Committee and has received positive feedback from all three groups that the morning of February 14, 2016 was not of concern, and presents the possibility of an exciting marketing opportunity.

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

At the City Council's August 19, 2014 study session, the LA Marathon requested approval to include the City of 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.)*

The City Council expressed concerns with the 2016 date since it is on Valentine's Day and requested that the LA Marathon conduct additional outreach with the Beverly Hills Chamber of Commerce, Beverly Hills Conference & Visitors Bureau, Rodeo Drive Committee and local hotels. Since the Council meeting in August, the LA Marathon and City staff have had discussions with representatives from the various community groups. LA Marathon representatives have attended Chamber and Rodeo Drive Committee meetings, and received feedback that they did not have concerns with an early morning event on February 14, 2016, and that they could capitalize on the potential marketing opportunities with the fact that the date occurs on a three-day Presidents Holiday weekend, as well as includes Valentine's Day.

The LA Marathon is changing its date in 2016 due to the Olympic Trial activities that will be occurring on the preceding Saturday, February 13, 2016 in Downtown Los Angeles. With the increased crowds in the Los Angeles region, the fact that it will be a three-day holiday weekend, as well as Valentine's Day, it was felt that through joint marketing efforts, that Beverly Hills could take advantage and further encourage and entice participants and their families (of both the Olympic Trials and LA Marathon) to explore and experience Beverly Hills' local hotels, adjacent retail, and restaurants for a special and unique experience while visiting the City of Beverly Hills and nearby region.

To date, the Rodeo Drive Committee and Beverly Hills Conference & Visitors Bureau have both expressed no concerns with the 2016 date on Valentine's Day. The Chamber of Commerce has provided a letter of support for the March 15, 2015 event, as well as the February 14, 2016 date and has expressed its encouragement and enthusiasm of the marketing opportunities, especially for the 2016 date. The Chamber has also indicated that they will continue to work with the ASICS LA Marathon team over the next 18 months to ensure that businesses are informed and understand how to best capitalize on the potential opportunities.

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

This report is for information only. Unless the City Council has any questions or concerns, staff will administratively approve the permit request and continue to work with City personnel to coordinate and finalize the event plan and logistical details for the ASICS LA Marathon for the next two years from 2015 through 2016 (on Sundays, March 15, 2015 and February 14, 2016).

Gisele Grable
Approved By

Attachment 1

ATTACHMENT

BEVERLY HILLS CHAMBER OF COMMERCE

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October 10, 2014

Dear Mayor Bosse and Honorable City Council Members,

After careful consideration, the Beverly Hills Chamber of Commerce would like to offer their support of the date change for the ASICS LA Marathon to February 14, 2016 in order to bring the Olympic Trials Marathon to the greater Los Angeles area.

The Chamber recognizes that this is Valentine's Day and believes the positive impact that will result from the increased crowds from the Olympic Trials and the ASICS LA Marathon events will far outweigh the possible negative effects.

It is our experience that the majority of couples and families that celebrate Valentine's Day in Beverly Hills do so with a dinner celebration, rather than breakfast or lunch. Additionally, the majority of retailers have a noon or later opening time on Sundays. The streets that are impacted by the race will be open to through traffic by 1:00 PM on the day of the ASICS LA Marathon, and the overall effect will be minimal.

The Chamber will work with the ASICS LA Marathon team over the next 18 months to make sure business owners are informed and understand how to best capitalize on this exciting opportunity and to ensure a positive experience for the participants.

We are pleased the City Council has already approved the date of March 15, 2015 for next year's ASICS LA Marathon and hope that the 2016 date is met with the same enthusiasm and support.

Sincerely yours,

Mr. Alex Stettinski
Executive Director

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