



STAFF REPORT

Meeting Date: November 18, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community & Cultural Services Administrator
Community Services Department
Subject: Grand Re-Opening Event of Coach Rodeo Drive on Thursday,
December 11, 2014
Attachment: Letter from ARE, LLC on Behalf of Coach Rodeo Drive

INTRODUCTION

Attached is a letter submitted by the event production company ARE LLC on behalf of Coach Rodeo Drive which provides information regarding Coach's Grand Re-Opening Backstage Event on Thursday, December 11, 2014. The event is scheduled to occur at Coach's newly renovated location at 327 North Rodeo Drive and the rooftop level of the City's 9510 Brighton Way parking structure.

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 evening will begin at 6:00 p.m. with a VIP reception at Coach's store and will continue the festivities until 11:00 p.m. in a tented structure on the rooftop of the 9510 Brighton Way parking structure. Coach anticipates approximately 350 invited guests over the course of the evening, including press, media and celebrities.

STREET AND PARKING STRUCTURE IMPACTS

The following information provides details of the lane and street closures as well as parking structure impacts:

From 5:00 p.m. until Midnight on Thursday, December 11

- The southbound west curb lane on Rodeo Drive, between Dayton Way and Brighton Way for the valet drop-off and pick-up area.

From 6:00 a.m. on Tuesday, December 9 until 10:00 a.m. (or earlier) on Friday, December 12

- The two upper levels of the Brighton Way/Rodeo Drive Parking Structure will be unavailable in order to accommodate the load-in and break-down for the event. *Coach will be responsible for all parking meter costs, and rental fees associated with use of the structure.*

Please Note: City staff also reviewed the request for the partial parking structure closure with the Rodeo Drive Committee and received support for its use in order for Coach to hold its event.

MERCHANT NOTIFICATION

Letters will be distributed to all merchants on the 300 and 400 blocks of North Rodeo Drive, as well as merchants on Brighton Way and Dayton Way, between Camden and Beverly Drives, notifying them of the upcoming activity. **The Rodeo Drive Committee is aware of the event as well as the impacts to the Brighton/Rodeo parking structure and has provided its support of the event.**

FISCAL IMPACT

All City costs and fees associated with the event, including use of the parking structure will be the responsibility of Coach Rodeo Drive.

In addition, a certificate of insurance in the amount of \$2 million naming the City as an additional insured will be provided by Coach.

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 Coach Rodeo Drive's Grand Re-Opening Backstage Event on Thursday, December 11, 2014.

Gisele Grable
Approved By

Attachment 1

ATTACHMENT

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November 11, 2014

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

Dear Benita,

On behalf of Coach Inc, ARE LLC will be producing the Coach 2014 Store Opening Backstage event on Thursday, December 11, 2014. The location will be inside the new Coach store located 327 N Rodeo Dr. and on the parking garage rooftop at 9510 Brighton Way from 6:00pm to 11:00pm. The event will be open to approximately 350 invited guests, by invitation only.

The event will include a brief reception at the new store and continue on the rooftop of the parking garage at 9510 Brighton Way. 350 invited guests will enjoy a cocktail reception, food and music in tented spaces on the roof top garage.

Coach Inc and ARE LLC respectfully requests the support of Beverly Hills City Council for the following elements:

LOT CLOSURES

For Production Load-In, Event & Strike

Tuesday, December 9 – Friday, December 12
9510 Brighton Way Parking Structure for Event Load in/build of tents for event, kitchen and restrooms on top two levels (Levels 5 & 6).

Fendi Parking Lot behind 9510 Brighton Way for truck staging, cross loading and unloading of equipment.

ARE

STREET, SIDEWALK & LANE CLOSURES
For Event & Guest Arrivals

Thursday – December 11 (6:00pm – midnight, Dec. 12)

West “sidewalk closure” on Rodeo Drive from Coach store going north to Brighton Way for guests to transit from Store event to Parking Structure event.

South “sidewalk closure” on Brighton Way from corner of Rodeo to entrance to 9510 Brighton Way parking structure for same as above.

Thursday – December 11 (5:00pm – 12:00am Dec. 12)

Southbound West “curb lane” of Rodeo Drive in front of store for Valet Parking Services.

We respectfully request support for the proposed event.

Thank you for your consideration and please don't hesitate to reach out with any questions.

Sincerely,
Antony Randall
Owner/Event Producer
ARE, LLC