



STAFF REPORT

Meeting Date: June 30, 2015

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Vanity Fair Annual Oscar Party 2015 and 2016 Events

Attachments: #1 - Letter from Vanity Fair
#2 - List of Local Beverly Hills Merchants Patronized by Vanity Fair Staff and Guests

INTRODUCTION

For the first time in 20 years, the Vanity Fair's annual Oscar Party event was held in Beverly Hills on Sunday, February 22, 2015. With the iconic Beverly Hills City Hall as its backdrop, the 21st annual Vanity Fair event occurred in a grand tent located on Crescent Drive and included an international gathering of high profile attendees, such as Oscar winners and nominees as well as other actors, entertainment industry members and executives, celebrities, politicians, etc. to name just a few. Considering it was the first year for this large scale event and street closure, there were some issues that arose including torrential rain on that Sunday evening, but it was felt as a whole that this international and prestigious event was deemed to be very successful overall. Vanity Fair was pleased with the venue, as well as the professional and prompt assistance from the City.

DISCUSSION

In order to accommodate the construction of the large scale tent, the 400 block of North Crescent Drive (one block only between North and South Santa Monica Boulevard) was closed from Thursday, February 12 through Thursday, February 26, 2015. In addition to the use of the Crescent Drive lawn of City Hall, The Wallis granted its support as well as use of its facility for the event. On Sunday, February 22, it is estimated that approximately 1,400 invited guests attended the festivities and whose arrivals were staggered over the course of the evening.

Extensive outreach was provided by Vanity Fair to the surrounding community (including residents, Crescent Drive and other adjacent merchants, as well as local churches) informing them of the street closure and event details. Vanity Fair (and guests) also utilized the services of over 26 local merchants (including 4 Crescent Drive merchants) by its event crew and staff. In addition, event guests were encouraged to dine at Beverly Hills local restaurants and cafés (which were also patronized by Vanity Fair's event staff). *See the attached list of merchants.*

City staff (from numerous Departments including but not limited to Police, Fire, Community Services, Community Development & Transportation, Public Works, Parking Services, etc.) worked closely with the Vanity Fair event planners, who were extremely responsive when issues arose and modifications were required. Immediately following the February 22 event, a recap meeting occurred with the appropriate City Departments and key Vanity Fair representatives to discuss areas of concern, review of the logistical elements, as well as provide suggestions for improvement and modifications (for both Vanity Fair and the City) for any future events. All aspects of the event were discussed (traffic, parking, use of City facilities, notification elements, better and increased amount of signage, security, etc.).

As is the case every year, the Vanity Fair's Academy Awards Event was highly publicized and broadcast throughout international press and media. Staff will provide copies of media materials, which is just a sample of the type of coverage that was provided and which includes numerous references to Beverly Hills as well as The Wallis Annenberg Center of the Performing Arts in Beverly Hills. In addition, Vanity Fair's program for the event provided to all event guests included a full page special thank you to the City of Beverly Hills Mayor Bosse and City Council, as well as City Departments and staff.

In addition, event attendees and guests who were not residents of Beverly Hills were encouraged to take advantage of the City's esteemed 4 and 5-star hotel accommodations, as well as experience all of the adjacent amenities that the City has to offer, including its world class shopping and fine dining.

NOTIFICATION EFFORTS

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

Also, additional signage and message boards (directional and "Crescent Drive merchants open") were also provided in advance of the street closure. (*Please Note: Additional signage was one area that was discussed after the event, and recommendations to increase the number of signs as well as modify the verbiage, were suggested [in particular, to help assist with traffic issues or concerns].*)

FISCAL IMPACT

Vanity Fair/Condé Nast paid for all City permits; street and facility rental and/or use fees; as well as personnel, equipment and other associated costs related to the event. In addition, they provided a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

The City Council was in support of the 2015 Vanity Fair's Oscar Party including the two week North Crescent Drive street closure and utilization of City Hall's Crescent Drive front lawn and courtyard areas. In addition, a three year pledge was also supported.

With the success of the 2015 event, Vanity Fair has confirmed its interest in moving forward with the 2nd and 3rd years of its initial request in the same venue. The dates for the next two Academy Awards include: Sundays, February 28, 2016 and February 26, 2017. For the 22nd Annual Vanity Fair Oscar Party, the street closure is proposed to be similar to the 2015 event, and would occur from midnight on Wednesday, February 17 through Thursday, March 3 (and staff will continue to encourage a briefer timeframe if it is possible).

Last week, Vanity Fair representative Sara Marks reviewed their request with City Council Liaisons for Special Events: Councilmembers Lili Bosse and Nancy Krasne who were supportive of a two year arrangement. The Liaisons encouraged the additional outreach and support to the Crescent Drive merchants when and where possible. *(Staff will also arrange for a meeting with Vanity Fair and the Crescent Drive merchants to see what other options may be considered.)* In addition, it was agreed and confirmed that there would be full City Council representation included in the events. *(Please Note: Vanity Fair has also discussed and received support of the two year request and street closure from The Wallis Annenberg Center for the Performing Arts.)*

Vanity Fair's Oscar Party is the caliber of prestigious events that complements the City and Beverly Hills Conference and Visitors Bureau's (BHCVB) mission to promote Beverly Hills worldwide as one of the world's leading destinations, not only as a stay, shop and dine location, but also for conducting high profile events and activities. The Vanity Fair event augments the City's branding, and assists with the City's and BHCVB's marketing efforts to further expand and increase tourism activity and revenue.

City Council direction is respectfully requested in regards to the proposal for Vanity Fair's Annual Oscar Parties to be located on North Crescent Drive adjacent to City Hall on the dates noted below and include two week street closures for the preparation, construction and strike of the tent and other related event equipment.

Sunday, February 28, 2016

Estimated closure from Wednesday, February 17 through Thursday, March 3

Sunday, February 26, 2017

Estimated closure from Wednesday, February 15 through Thursday, March 2

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

ATTACHMENT #1

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

We are all very happy at the prospect of returning to the City of Beverly Hills for the Vanity Fair Academy Award Event. Last year was a huge success and in no part due to the help that we received from the different divisions of City Hall. As this year we received the dates for both 2016 & 2017 I thought it would be prudent to incorporate into this letter.

The format and timing will not change unless the network changes the time of the show. Vanity Fair's Academy Award event will occur from approximately 5:00pm to 2:00am. The numbers will be similar to 2015 and like last year guests will have staggered arrivals over the course of the evening. We will go over these with both the Fire Department & Building & Safety once we have the new plans.

The location will be the same: N. Crescent Drive between N. Santa Monica Blvd and S. Santa Monica Blvd. / Burton Way and again we would incorporate the City Hall Gardens adjacent to this space and create a custom lighting plan for the main City Hall building as viewed from this location. The Wallace Annenberg Center for the Performing Arts has agreed to our being at the same location for both 2016 & 2017.

We will as we did last year work very closely with all those at the City of Beverly Hills who are involved with this project.

Our estimated dates for the closure of Crescent would be as follows:

2016 – Midnight on Wednesday, February 17th to 6:00pm on Thursday, March 3rd

2017 – Midnight on Wednesday, February 15th to 6:00pm on Thursday, March 2nd

We will as we did last year contact all those on the distribution list (local merchants, residents, churches and any additional organizations that are necessary) and ensure that they are made aware of the street closure activities which may occur during that time period. As we get closer to the night of the event, we will also distribute a reminder notification letter to all necessary.

It is we all feel the perfect location for this event and we look forward to a long and very successful relationship with the City of Beverly Hills.

Sincerely,

Sara Marks



CONDÉ NAST

Attachment 2

City of Beverly Hills
Vanity Fair Event – March 2015

Local Merchants Utilized by Vanity Fair Event Crew and/or Event Guests

Vanity Fair Event Crew utilized the services of the following merchants

Beverly Hills Market & Deli
Clementine
Crate & Barrel
Kelly's Coffee & Fudge Shop
Paper Source
Pioneer Hardware Store
Rite Aid
76 Gas Station
Starbucks
Urth Café
Wally's Vinoteca
Whole Foods

Crew AND Guests patronized the services of the following merchants
(and were encouraged to shop and dine locally in Beverly Hills)

Bouchon
Bouchon Bistro
CUT
Da Pasquale Trattoria
La Dolce Vita
La Scala
The Montage Hotel
Mr. Chow
The Palm Restaurant
Sixty Beverly Hills
Spago
Sugar Fish
Tiffany & Co.
Xian