



STAFF REPORT

Meeting Date: August 4, 2015
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Wallis Annenberg Center for the Performing Arts Fundraiser Event
Duet Gala on November 10, 2015
Attachment: Letter from the Wallis Annenberg Center for the Performing Arts

INTRODUCTION

The attached letter was submitted by the Wallis Annenberg Center for the Performing Arts seeking to close the North Crescent Drive block adjacent to City Hall, in order to hold its Fundraising Gala event on Tuesday, November 10, 2015. This report transmits information regarding the Wallis' request which was reviewed and supported by the City Council Liaisons for Special Events.

DISCUSSION

This year, the Wallis is working with the American Friends of the Israel Philharmonic Orchestra to host a *Duet Gala* for 1,000 guests. The Wallis is proposing to hold a concert in its Bram Goldsmith Theater as well as a dinner in a large tent to be erected on North Crescent Drive, adjacent to City Hall. The event will include a performance by the Israel Philharmonic Orchestra, conducted by Maestro Zubin Mehta, and will also be honoring their Founding Chairperson, philanthropist Bram Goldsmith. Press, media and celebrities are also expected to attend the event.

STREET CLOSURE

In order to construct the tent on North Crescent Drive, a two-week street closure is proposed and requested; the logistical details include:

- The 400 block only of North Crescent Drive, between North and South Santa Monica Boulevards starting on Sunday, November 1 through Sunday, November 15, which includes production load-in, Gala event, and breakdown activities. *(And if it is possible, will open the street even earlier than November 15, depending on how quickly the breakdown efforts will occur.)*

Burton Way, North and South Santa Monica Boulevards, the Wallis driveway and the southern entry to the Crescent Drive parking structure will remain accessible at all times during the closure.

NOTIFICATION

Wallis representatives have delivered letters of notification to neighboring businesses and residents on Crescent Drive as well as the churches along Santa Monica Boulevard, informing them of the proposed street closure.

As a gesture of goodwill to their neighbors, the Wallis has also generously offered local merchants the opportunity to include their business name and logo in the Gala event's program book. An acknowledgements page will inform the Wallis' patrons that the success and ability to perform this type of event on this scale is attributable to a community-wide effort and support of the local businesses.

In addition, businesses and residents were provided information informing them that the street closure discussion would occur at the August 4 City Council study session, should they wish to attend the meeting or provide comments. *(City contact information was also provided in the notification letter in case anyone wished to provide comments but are unable to attend the meeting.)*

The logistical details would be very similar to previous large scale events that have occurred on Crescent Drive that have required street closures. All appropriate City Departments/Divisions (such as Police, Fire, Public Works, Community Services, etc.) would work closely with the Wallis' representatives to provide suggestions and feedback (and approval where required) for the key elements including a traffic plan.

FISCAL IMPACT

The Wallis will be responsible for all City costs and fees. In addition, they will provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million general liability.

RECOMMENDATION

Last month, City staff met with City Council Liaisons Councilmembers Lili Bosse and Nancy Krasne, who reviewed the request with Wallis Board of Directors, Boardmember and Vice Chair Vicki Reynolds and Managing Director Tania Camargo. The City Council Liaisons requested a reduction in the street closure timeframe (which was initially slightly longer than 2 weeks); and emphasized the importance of advanced notification and outreach to local and Crescent Drive merchants, and were supportive of any additional assistance that can be provided. After review of the details, the City Council Liaisons were in support of the street closure in order to conduct the event as noted above.

The Wallis Annenberg Center for the Performing Arts Board of Directors Vice Chair Vicki Reynolds and Managing Director Tania Camargo will be available to address the City Council's questions at the August 4 City Council meeting.

City Council direction is respectfully requested regarding the Wallis' request to close North Crescent Drive from Sunday, November 1 through Sunday, November 15 for its *Duet Gala* fundraising event on Tuesday, November 10.

If approved, Community Services staff would continue to meet with the appropriate Departments to review, finalize and approve the logistical details.

Gisele Grable 

Steve Zoet 
Approved By

Attachment 1

Wallis Annenberg
Center for the
Performing Arts

THE ARTS DELIVERED. IN BEVERLY HILLS.

July 28, 2015

To Mayor Julian A. Gold, M.D.:

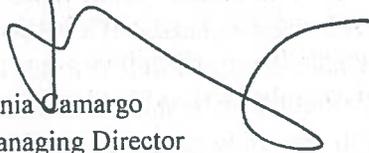
I am very pleased to present the Wallis Annenberg Center for the Performing Arts' proposal to host its fall Gala dinner on Crescent Street between North Santa Monica and South Santa Monica Boulevard on Tuesday, November 10, 2015 as part of our 2015/16 season fundraiser event entitled the "Duet Gala." We will be presenting the world-renowned **Israel Philharmonic Orchestra, conducted by the incomparable Maestro Zubin Mehta.**

In our upcoming 2015/16 artistic season, we are expanding our programming and our fundraising foothold in Los Angeles **by combining forces with American Friends of the Israel Philharmonic Orchestra** to host this event. The Duet Gala will be for 1,000 guests and will include a cocktail reception on our Promenade Terrace and Fred Hayman walkway, a one-hour concert in the Bram Goldsmith Theater and with your approval, a full sit-down dinner in a tent we wish to erect on Crescent Street. **This distinguished night will honor Founding Chairman of The Wallis, Chairman Emeritus of City National Bank and philanthropist Bram Goldsmith. It will also be co-chaired by 20th Century Fox Co-Chair Stacey Snider and her husband Gary Snider.** This fundraising event is a major component in our 2015/16 season; it represents 13% of our earned revenue for the fiscal year and your partnership will play a vital role in us reaching our revenue goals. Enclosed is information for the Crescent Drive Street Closure request and proposal for Sunday, November 1st through Sunday, November 15th. Please note that the event timeline may shift, as we are working with Classic Party Rental to shorten the tent building and strike deadlines.

Thank you in advance for your time and consideration. Should you require any additional information, please do not hesitate to contact me directly with any questions or requests.

I look forward to hearing from you in the near future.

All my best,


Tania Camargo
Managing Director

cc: Danielle Ames Spivak, *West Coast Director of the American Friends of the Israel Philharmonic Orchestra*
Cheryl Evanoff, *Vice President of Sales at Classic Party Rentals*



AMERICAN FRIENDS OF THE ISRAEL PHILHARMONIC ORCHESTRA



For nearly 80 years there has been a strong bond between North America and the Israel Philharmonic Orchestra. In fact, the IPO would not have come into existence without this vital relationship. In 1936, legendary scientist Albert Einstein hosted one of the first major fundraisers at the Waldorf Astoria, securing the financial support needed to officially form the Orchestra.

American Friends of the Israel Philharmonic Orchestra (AFIPO) was created in 1982 to formalize and broaden this relationship and tradition of giving. From the beginning, the fate of the IPO has rested largely in the hands of its North American supporters. In addition to generating an endowment and increasing the reach of the Orchestra through financial support of national and international tours, AFIPO was also instrumental in developing KeyNote, the educational arm of the IPO. KeyNote programs bring the joy of classical music to over 29,000 children in Israel each year, while promoting tolerance and mutual respect.

The Israel Philharmonic Orchestra

The Israel Philharmonic Orchestra (IPO) is the leading orchestra in Israel and globally recognized as a world-class symphonic ensemble. The Orchestra performs regularly in its home, the Charles Bronfman Auditorium in Tel Aviv as well as throughout Israel, including Jerusalem and Haifa. Additionally, it frequently tours internationally, travelling around the world from Asia to America. Since its inception, the IPO has enjoyed long-lasting relationships with renowned soloists and conductors which have kept it at the forefront of the classical music world. The longest and closest such relationship has been with the current Music Director, Maestro Zubin Mehta, who has been at the helm of the Orchestra for over 45 years.

The IPO is unique in its cultural diversity. Members of the Orchestra represent over 15 different nationalities. These world-class musicians were born, raised and educated in 17 different countries