



STAFF REPORT

Meeting Date: January 26, 2016
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: Special Events Scheduled for February 2016
Attachment: List of Local Merchants Patronized Last Year by Vanity Fair Event Crew and Event Guests

INTRODUCTION

This report provides an update and reminder of two special events (Los Angeles Marathon and Vanity Fair Annual Oscar Party) that were previously approved by the City Council, and are both scheduled for the month of February 2016.

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

On Sunday, February 14, Beverly Hills will participate in the *Stadium to the Sea* course in the Los Angeles Marathon. *(Just a reminder that the date that normally occurs in March was moved to February in 2016 due to the Olympic Trial activities that will be occurring on Saturday, February 13 in Downtown Los Angeles.)*

- The logistics will be very similar to previous years. Beverly Hills streets will be closed at approximately 6:00 a.m. and will begin re-opening at noon with all streets re-opened and available to vehicular traffic by approximately 1:00 p.m.
- The route will be the same as previous years and will begin in Downtown Los Angeles and will travel through West Hollywood, Beverly Hills, West Los Angeles, and Santa Monica.
- The primary Beverly Hills Water Station (Mile 16) will once again be coordinated by Water Station Captain Kathi Rothner, and per the Fire Department's request, will be moved east of the Medical Aid Station (located in the Rexford mini-park at Rexford Drive and Burton Way).
- The Beverly Hills EOC will be activated including the EOC Hotline.

On Sunday, February 28, the Vanity Fair's Annual Oscar Party will occur on Crescent Drive between North and South Santa Monica Boulevards.

- The logistics will be almost identical to last year. Crescent Drive, between North and South Santa Monica Boulevard will be closed to traffic for two weeks from Thursday, February 18 through Thursday, March 3 for the construction and breakdown activity of the large tent structure. (Please Note: City staff from multiple departments including Police and Public Works have been meeting with Vanity Fair representatives and have discussed the recommended areas for improvement to help facilitate the operations for this year's event and ensure that the entire process will operate even more smoothly in 2016.)
- The 450 North Crescent Drive parking structure will be accessible from the Santa Monica Boulevard entrance.
- Beginning at 4:00 pm the day of the event, westbound vehicular traffic on South Santa Monica, between Rexford and Canon Drives will be limited to event traffic. The eastbound lanes of traffic (between Canon and Crescent Drives) will be closed to non-event traffic beginning at approximately 8:00 p.m. These "evening-of" temporary street closures are recommended by the Police Department and will help to facilitate drop-off and pick-up of event guests.
- Vanity Fair has confirmed that they will again coordinate efforts to utilize Crescent Drive and other local merchants as much as is possible (*see Attachment #1 for list of local merchants patronized last year by Vanity Fair crew and event guests*). City staff will also work with Crescent Drive merchants in providing a "Visit Your Local Merchants" postcard with parking, driving directions/access and street closure details that they can then distribute to customers/etc.

MERCHANT AND RESIDENT NOTIFICATION

For both events, extensive local notification and outreach will occur. Letters of notification, postcard mailings, flyers, Nixle alerts from the Police Department, etc. will be distributed to the community regarding each upcoming street closures. For the Marathon, similar notification efforts to previous years, will also include City website updates, interactive City map with routes, press releases, City Hotline information, etc.

FISCAL IMPACT

For both events, all City costs and fees will be the responsibility of each event organization, including but not limited to City permits; street and facility rental and/or use fees; as well as personnel, equipment and other associated costs related to each event. In addition, Certificates of Insurance for \$2 million in General Liability, naming the City as an additional insured is required.

RECOMMENDATION

This report is for information only. Staff will continue to work with City personnel to coordinate and finalize logistical details for the Los Angeles Marathon on Sunday, February 14 and the Vanity Fair Oscar Party on Sunday, February 28.


Approved By

Attachment 1

City of Beverly Hills
Vanity Fair Event – February 2015

Local Merchants Utilized Last Year 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