



STAFF REPORT

Meeting Date: March 1, 2016

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Special Events Scheduled for April and May 2016:
- El Rodeo Fun Run on April 6 – Adjacent to School
- Young Presidents' Organization Block Party on May 11 –
300 Block of North Rodeo Drive

Attachment:

1. Map of El Rodeo Fun Run/Walk Route
2. Letter of Support for YPO Event from the Rodeo Drive Committee
3. Letter of Support for YPO Event from the Beverly Hills Conference & Visitors Bureau
4. Letter from Iconic Event Studio on behalf of YPO

INTRODUCTION

This report provides information regarding two special events (El Rodeo Fun Run/Walk and the Young Presidents' Organization Rodeo Drive Block Party) that were both reviewed and preliminarily approved by City Council Liaisons Councilmembers Lili Bosse and Nancy Krasne.

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

El Rodeo Fun Run/Walk and Fundraising Event

Street Closures at each location for one block only: Northbound Only on Whittier Drive (directly across from El Rodeo School); Trenton Drive between Elevado & Whittier; Elevado Avenue between Trenton & Whittier

El Rodeo School conducted its Fun Run/Walk in 2015, and is seeking to do another fundraiser event on Wednesday, April 6, 2016 from approximately 9:30 a.m. to 11:30 a.m. The event was very successful last year, and they are seeking to have a similar program and event with the same logistics and street closures for 2016. The El Rodeo representatives have already obtained the signatures from residents directly impacted by the street closure (see attached map), and if finalized, they would broaden their notification efforts to the surrounding area. After discussing last year's event with the Police Department, it was felt that the traffic plan and recommended staffing worked well and provided a safe and effective traffic flow. El Rodeo would be responsible for the permit fees and staff costs, and also provide the City-required Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million general liability.

Meeting Date: March 1, 2016

Young Presidents' Organization –Pacific Edge 2016/Rodeo Drive Block Party

Street Closure on the 300 block of North Rodeo Drive between Dayton and Brighton Ways

YPO or the Young Presidents' Organization (which is an international organization of young professionals and business leaders) will be holding its Pacific Edge Conference at UCLA. As part of the conference activities, YPO is also seeking to hold a Rodeo Drive Block Party on Wednesday, May 11, 2016 from approximately 7:30 p.m. to 11:30 p.m. The event is proposed to occur on the 300 block of North Rodeo Drive between Brighton and Dayton Ways. The program would include culinary arts and entertainment hosted by Wolfgang Puck and other Beverly Hills chefs and it is anticipated that approximately 1,700 guests would be in attendance over the course of the evening.

As currently proposed, the 300 block of North Rodeo Drive would be closed beginning on the evening of Tuesday, May 10 and be re-opened by 7:00 a.m. on Thursday, May 12. Both Brighton and Dayton Ways would be open to vehicular traffic except for the evening of May 11, when limited access will be allowed.

YPO has been in discussions with the Rodeo Drive Committee and the Beverly Hills Conference & Visitors Bureau (BHCVB) and are seeking ways to capitalize on the arrival of these international guests and encourage their further exploration of all of the amenities and attractions that Beverly Hills has to offer. (Nearly half of the attendees will be staying in six of Beverly Hills hotels.) Both the Rodeo Drive Committee and the BHCVB have provided their support for the event and street closure (*see Attachments #2 and #3*). In addition, City Council Liaisons Bosse and Krasne suggested that YPO work with the Rodeo Drive merchants in extending their hours of operation for that evening if possible.

YPO would be responsible for all street closure costs, permit and equipment fees, personnel and other associated costs. In addition, a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million general liability will be required.

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 closure 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

Both events were reviewed with the City Council Liaisons Lili Bosse and Nancy Krasne at a recent Rodeo Drive/Special Events Liaison meeting. YPO representatives were also in attendance to answer questions and provide addition detail. Both City Council Liaisons were in support of both events.

This report is for information only. Staff will continue to work with City personnel to coordinate and finalize logistical details for El Rodeo's Fun Run/Walk on Wednesday, April 6 and the Young Presidents' Organization's Rodeo Drive Block Party on Wednesday, May 11, 2016.

Gisele Grable
Approved By 

Attachment 1

Attachment 2



Hon. Julian Gold, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Gold and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our full support to the YPO Pacific EDGE 2016 event, which is proposed to take place on Rodeo Drive on May 11, 2016.

Our retailers are excited to have the opportunity to work with this select group and enthusiastically support YPO's request to close Rodeo Drive for the private event.

With the event taking place on Rodeo Drive, YPO's production company would like to request, and RDC supports, the following street closures:

- 300 Block of Rodeo Drive – Closed between 10:00pm, Tuesday, May 10, 2016 – 7:00am, Thursday, May 12, 2016. The event would start at 7:30pm on May 11, 2016, so that it would allow the businesses and public access to the sidewalks throughout the day, along with the alleyways. Event set-up on the sidewalks would not begin until 6:00pm on Wednesday, May 11, 2016.
- 400 Block of Rodeo Drive – Closure to begin at approximately 3:00pm on May 11, 2016.
- All streets and sidewalks would be reopened by 7:00am, Thursday, May 12, 2016.

As many of the YPO guests will be staying in Beverly Hills, the Rodeo Drive Committee is working closely with YPO on creative marketing opportunities to engage these visitors with Rodeo Drive businesses and to create retail sales opportunities. We believe the YPO Pacific EDGE 2016 event will be a great opportunity for Rodeo Drive retailers and appreciate your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Tronstein', written over a horizontal line.

Mark Tronstein
President
Rodeo Drive Committee

Cc: Megan Roach, Nicola Cagliata, Donna Snyder, Kathy Gohari, Bill Wiley, Tom Blumenthal, Peri Ellen Berne, Joe Richardson

Attachment 3



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

Hon. Julian Gold, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Gold and Members of the City Council,

On behalf of the Beverly Hills Conference & Visitors Bureau (BHCVB), we are writing to give our full support to the YPO Pacific EDGE 2016 event, which is proposed to take place on Rodeo Drive on May 11, 2016.

BHCVB supports YPO's production company's request for the following street closures:

- 300 Block of Rodeo Drive – Closed between 10:00pm Tuesday May 10, 2016 to 7:00am Thursday May 12, 2016.
- The event would start at 7:30pm on Wednesday May 11, 2016, so that it would allow the businesses and public access to the sidewalks throughout the day, along with the alleyways.
- Event set-up on the sidewalks would not begin until 6:00pm on Wednesday, May 11, 2016.
- 400 Block of Rodeo Drive – Closure to begin at approximately 3:00pm on May 11, 2016.
- All streets and sidewalks would be reopened by 7:00am, Thursday May 12, 2016.

We think this is a great opportunity for Beverly Hills and look forward to welcoming this group in May.

Sincerely,

Julie Wagner
CEO

Beverly Hills Conference & Visitors Bureau

cc: Mahdi Aluzri
George Chavez
Megan Roach
BHCVB Board of Directors



Attachment 4



Iconic Event Studios
2176 Sunset Plaza Drive
Los Angeles, CA 90069

Mayor Julian A. Gold, M.D
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Julian A. Gold, M.D.,

We are very pleased to present the Young President's Organization's proposal for the YPO Pacific Edge 2016 Rodeo Drive Block Party on May 11, 2016. The event will be hosted on the 300 Block of Rodeo Drive, spanning between Brighton and Dayton Way. In an open cocktail environment, the evening will include culinary arts and entertainment hosted by Wolfgang Puck and Jose Andres, along with other Beverly Hills chefs, in which LA Kitchen will be the charitable honoree.

The YPO Pacific Edge 2016 Rodeo Block Party expects approximately 1,700 attendees and will involve unique experiences highlighting Rodeo Drive, Beverly Hills, culinary excellence, and exciting entertainment.

Planned event times are 7:30PM to 11:30PM. Nearly half of the attendees will be staying in one of six Beverly Hills hotels, most within walking distance of Rodeo Drive.

We have already submitted our plans to the Beverly Hills Convention and Visitors Bureau and the Rodeo Drive Committee, after which, we received their approval and support for this project. In addition to the letters of support, enclosed are the road closure requests necessary to complete this project on Rodeo Drive. The Young President's Organization understands they will be responsible for all permit fees and personnel costs.

We would like to meet with the City Council as soon possible to answer any questions or concerns that may arise concerning this project.

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

Sincerely,

Michael Gapinski
President, Iconic Event Studios

L.A Kitchen

L.A. Kitchen believes that neither food nor people should ever go to waste. By reclaiming healthy, local food that would otherwise be discarded, training men and women who are unemployed for jobs, and providing healthy meals to fellow citizens, L.A. Kitchen empowers, nourishes, and engages the community.



YPO (Young Presidents' Organization)

is the world's premier peer network of chief executives and business leaders

The Original Social Network

Founded in 1950, YPO today provides 23,000 peers and their families in more than 130 countries with access to unique educational and networking experiences designed to support their business, community and personal leadership.

Members of YPO are peers who share in common the achievement of success at an early age (before 45); a commitment to learning as a lifelong adventure; and a desire to connect authentically in an environment of trust and confidentiality.

At the age of 50, members transition to YPO's graduate group, WPO (World Presidents' Organization). WPO is a global community within YPO of current and former chief executives dedicated to enriching each member's lifelong journey of leadership, growth and significance through education and idea exchange.

**Founded in 1950, YPO connects 23,000 business leaders in more than
130 countries around a shared mission:
Better Leaders Through Education and Idea Exchange™**

YPO is a not-for-profit organization governed by members, for members, who stand collectively in alignment around four core principles:

- A community of peers.
- Lifelong education and idea exchange.
- A safe haven of trust, respect and confidentiality.
- A uniquely personal experience.

For more than 60 years, YPO has maintained its core commitment to these ideals while embracing change with each successive generation of young business leaders. Members say that YPO has a profound, often life-changing, effect on their lives.