



## STAFF REPORT

**Meeting Date:** July 19, 2016

**To:** Honorable Mayor & City Council

**From:** Gisele Grable, Community Services Administrator

**Subject:** Dine Equity Franchise Restaurant Owners Group – Events on Rodeo Drive

**Attachment:**

1. Letter from the Rodeo Drive Committee
2. Information Regarding Dine Equity Franchise Restaurant Owners Group

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### INTRODUCTION

The Beverly Hills Conference & Visitors Bureau (BHCVB) and the Dine Equity Franchise Restaurant Owners Group have provided information regarding the street closure of the 200 block of North Rodeo Drive for two separate evening events on Thursday, September 22 and Wednesday, September 28. The information below provides details about the closure, including support from the Rodeo Drive Committee.

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

In conjunction with the BHCVB, the Dine Equity Franchise Restaurant Owners Group provided a proposal to the Rodeo Drive Committee for use of the 200 block of North Rodeo Drive for two large special events to host restaurant owners, including large franchises, for two separate events. One evening is anticipated to include roughly 600 guests and the second evening, approximately 900 attendees are anticipated. The Dine Equity Group will be in town from September 19-30, and members will be encouraged to stay, dine and shop in Beverly Hills (*see Attachment #2 for demographic profile of group*).

The two events will occur from 6 p.m. to 10 p.m. on each date, will include food stations featuring Beverly Hills chefs, and will be open to the Dine Equity Group members and their guests. In addition, all Rodeo Drive stores will be invited to remain open later than their usual 6 p.m. closure time. Only the 200 block of North Rodeo Drive would be closed to vehicular traffic.

The attached letter was submitted by The Rodeo Drive Committee providing its support of the street closures and the event activities. In addition, the proposal was reviewed and discussed with City Council Liaisons Vice Mayor Krasne and Councilmember Bosse, who provided their preliminary support of the events and street closures.

Meeting Date: July 19, 2016

**STREET CLOSURES**

The following information provides details of the street closures for this event:

Thursday, September 22 through Friday, September 23

Closed from 6:00 a.m. on Thursday through 2:00 a.m. on Friday

Wednesday, September 28 through Thursday, September 29

Closed from 6:00 a.m. on Wednesday through 2:00 a.m. on Thursday

- 200 block **only** of North Rodeo Drive

Two Rodeo's parking structure will remain accessible for public parking throughout each day. Dayton Way will remain open for through traffic.

**MERCHANT AND RESIDENT NOTIFICATION**

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity.

**FISCAL IMPACT**

The Dine Equity Group will be responsible for all City fees, street closure and personnel costs. In addition, Dine Equity will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

**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 plans and logistical details for the Dine Equity Franchise Restaurant Owners Groups events on Thursday, September 22 and Wednesday, September 28, 2016.

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Gisele Grable  
Approved By



# **Attachment 1**



June 21, 2016

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

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Restaurant Owners Franchise Group event and street closure requests, which are proposed to take place on Rodeo Drive on September 22 and 28, 2016.

For the events taking place on Rodeo Drive, the Restaurant Owners Franchise Group's production company would like to request, and RDC supports, the following street closures:

- Event on September 22, 2016
  - o 200 Block of Rodeo Drive – Closed between 6:00am, Thursday, September 22, 2016 – 2:00am, Friday, September 23, 2016. The event would start at 6:00pm on September 22, 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 September 22, 2016.
- Event on September 28, 2016
  - o 200 Block of Rodeo Drive – Closed between 6:00am, Wednesday, September 28, 2016 – 2:00am, Thursday, September 29, 2016. The event would start at 6:00pm on September 28, 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 September 28, 2016.

RDC would also like to request that Dayton Way remain open for both of these events, to help alleviate any burden on the retailers or customers.

We appreciate your consideration and your ongoing support of the Rodeo Drive Committee.

Sincerely,

Mark Tronstein  
President  
Rodeo Drive Committee

# **Attachment 2**

**Dine Equity Franchise Restaurant Owners Group  
Proposal for Special Events on Rodeo Drive  
June 16, 2016**

**BACKGROUND**

The City has charged the CVB and the hotels with finding Meeting and Incentive business that will generate revenue through TOT and Sales Tax. This business often represents large numbers of guests who come for seminars and various other activities. They almost always want a special experience that is developed especially for them and often times what we can offer is the reason that they will or will not book. The hotels are eager to book this type of business especially during slower seasons (fall and spring) and consider these bookings during this time period a home run. This business is difficult to find for our city because of our rates. If we do secure business of this nature, it almost always means that the group coming fits our demographic profile.

An example of this type of successful group is the Milken Conference which sells out most of the hotels in the city and transpires during April/May timeframe which is traditionally slow period of time for the city. Not only does this group generate a tremendous amount of TOT, but they also generate sales tax from food and beverage purchased for their events at the hotels and at local restaurants. Additionally these types of customers tend to book additional time on the front or back end of their business to shop, dine and relax - driving even more tot and sales tax.

**DINE EQUITY GROUP**

This group is looking at coming here September 19-30, 2016 which is traditionally a slower period of activity in the city. They will be split into two groups of 550 and 880. The group of 550 will be here the first week and the group of 880 will be here the second week. They are owners of Applebees and IHOP franchises. Many of them own multiple locations.

*Demographic Profile:*

Approximate average annual household income is \$300,000; 65% are male and 35% are female; Average age is 52 and 80% are married. Restauranters are known for their love of culinary experiences and shopping for luxury goods. 80% will be bringing their spouses and family. Audience is from across the United States, however the concentration is Texas, Florida, California and Northeastern States.

***Approximately 40% will be staying longer to explore the city before or after their event.***

**REVENUE THAT WILL BE GENERATED BY THE DINE EQUITY GROUP**

Room night revenue:	\$900,000 (3400 room nights)
TOT:	\$126,000
Additional Hotel Revenue:	\$800,000
Incidentals:	\$2,040,000 (assuming average of two people per room at \$300 per day)
Total Revenue for the Group:	\$3,740,000

## **REQUEST**

The client would like to hold two gala's on Rodeo Drive – one for each group of franchise owners. The client is open to whatever RDC would allow. I have presented the following options to them and they would be delighted with any combination of the following:

- 1) 300 Block of Rodeo Drive – all cross streets remain open
- 2) 400 Block of Rodeo Drive – all cross street remain open
- 3) 200 Block of Rodeo Drive, utilizing Via Rodeo as well

**Dates:** as mentioned they are requesting to hold a gala for each group. The first will be on September 22 and the second on September 28.

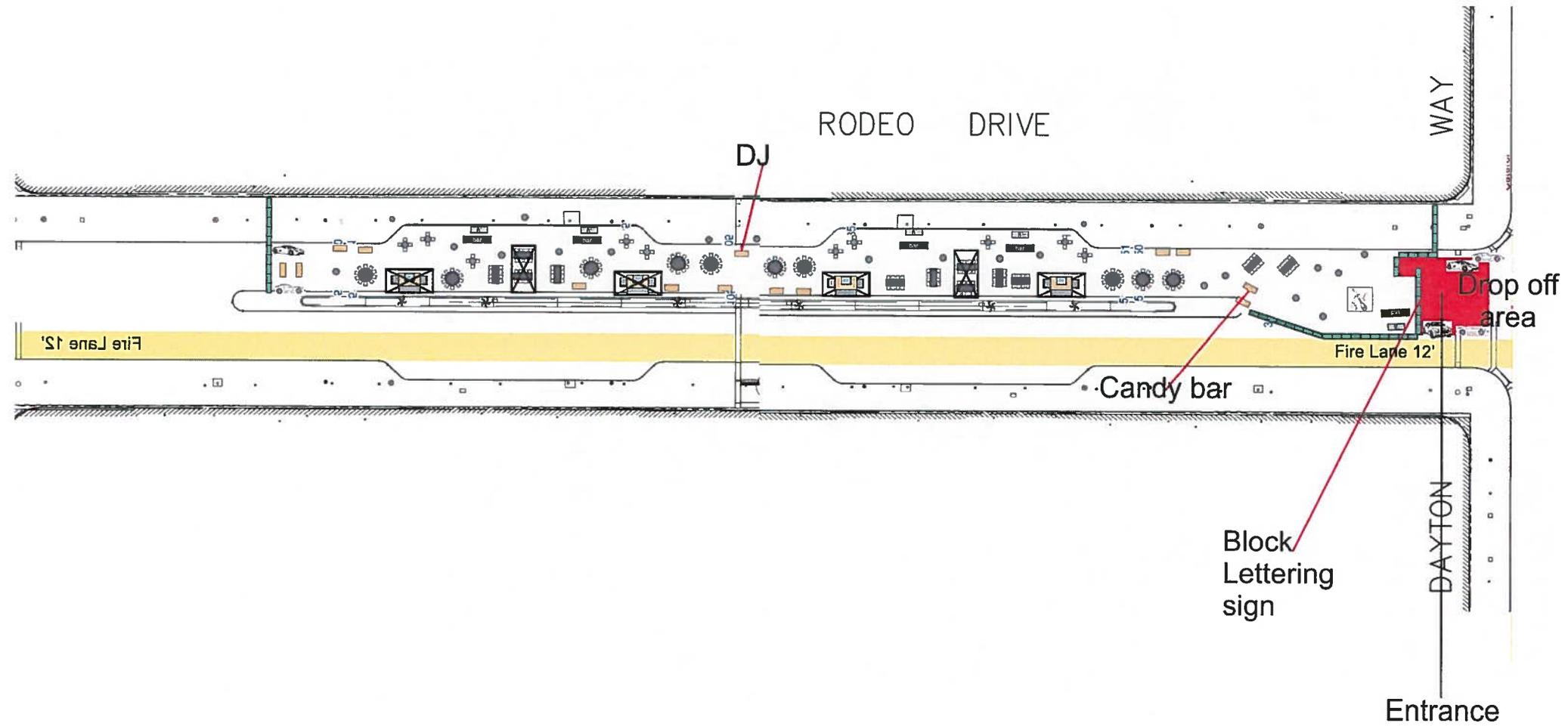
**Street Closure Request:** They are requesting that the portion of the street for the event be closed between 6 am and 2 am to accommodate for load in and load out. We are requiring that all cross streets remain open. All options will require one lane of traffic be open as a fire lane. This will also give customers access to the Rodeo Collection parking if the 400 block is approved.

**Time for event:** 6pm – 10pm

**Event Content:** They are planning to create a glamorous evening “Hollywood Style.” They have proposed a gold and white color theme with florals. They are also recommending food stations featuring Beverly Hills chefs and several bars. They are working with AlliedPRA to bring all elements to fruition. Attached is a PowerPoint outlining the look and feel of the event. I have also attached a mock up/diagram of how the event would look at any of the locations outlined above (please refer to the 300 block diagram to get an idea of the set up if the event were on the 400 block as it would be the same).

**Store Participation:** All Rodeo Drive stores are invited to stay open later than the usual 6pm close time to provide champagne or wine (or nothing if they so desire) to entice the guests to do a little pre-event shopping – or to look around so they can come back later with their wives and families. It is not mandatory that the stores participate. Additionally, the client is open to our creating a welcome bag for the attendees which are able to support any materials you may want to include.

**Please note that this is a private event and will not be promoted in any way to the public.**



A vibrant street scene in Miami, featuring a row of tall palm trees lining a paved road. In the background, there are Art Deco-style buildings, including a prominent yellow one with large windows. A yellow sports car is parked on the street, and a few people are walking on the sidewalk. The sky is bright blue with scattered white clouds.

# DESTINATION

*Luxurious Beginnings*

Welcome Reception

*Décor option*

# Welcome to Rodeo Dr.

*Seating design*



Welcome to the chic lifestyle of Beverly Hills. Dripping in luxury this evening's event set along Rodeo Drive incorporates a white hot and gold metallic color pallet with pops of vibrant floral. Private lounge vignettes set under sheer canopies line the streets along with a mix of high and low seating arrangements for guests to mingle. Custom white leather feature bars and buffets offer perch points for guests to network. Custom floral wall panels and green hedge walls break up event space and offer privacy from the city hustle and bustle. They also make for an amazing step & repeat so your guests can fully experience the glam of Beverly Hills lifestyle.

# Welcome to Rodeo Dr.

*Central Feature bar and custom builds*

