



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 5, 2008  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community & Cultural Services Administrator  
Community Services Department  
**Subject:** DreamWorks 6<sup>th</sup> Annual "Night Before" Academy Awards Event  
**Attachments:** 1. Letter from DreamWorks

---

### **INTRODUCTION**

Attached for City Council's information is a letter submitted by DreamWorks on behalf of the Motion Picture & Television Fund (MPTF) to close a portion of Hartford Way adjacent to the Beverly Hills Hotel for the 6th Annual "Night Before" fundraising event to be held on Saturday, February 23, 2008 from 8 p.m. to 1:30 a.m. (see Attachment).

Similar to previous years, the location of the event will be outdoors in the pool area of the Beverly Hills Hotel. Approximately 900 guests, including celebrities and entertainment executives are expected to be in attendance. With the exception of *Variety* magazine, the event will be closed to all press and media. Last year's event raised \$8 million dollars for MPTF, which is a charitable organization that offers programs and assistance to entertainment industry individuals in need of healthcare and social services.

### **DISCUSSION**

As proposed, all event vehicles will be parked on Hotel property. The event details include guest arrivals to occur solely on hotel property, and at the conclusion of the evening, guests will pick up their cars on Hartford Way similar to previous years. The departure route for all vehicles leaving the event would be northbound on Hartford Way to Lexington Road where a Traffic Control Officer will be stationed at the intersection to monitor traffic flow and to ensure vehicles do not create congestion on the surrounding residential streets. Hotel guests exiting the driveway will be directed to turn left onto Hartford and immediately exit onto Sunset Blvd.

Honorable Mayor & City Council  
Meeting Date: February 5, 2008

**STREET CLOSURE REQUEST**

As has also been the case in previous years, the following streets and sidewalks will be closed to facilitate the valet parking operation as well as for security purposes. The closures would take place from 7 p.m. to 1:30 a.m. and include:

- Portion of Hartford Way, between Sunset Boulevard and Glen Way
- The alley directly behind the hotel (a portion of Glen Way) closed to non-event traffic from Lexington Way to Hartford Way
- Sidewalk on Crescent Drive, adjacent to the Hotel
- North sidewalk on Sunset Boulevard, between Hartford Way and Crescent Drive
- North and South sidewalk on Glen Way between Hartford Way and Oxford Way

**RESIDENT NOTIFICATION**

DreamWorks has hand delivered letters of notification and a map of the street/sidewalk closures and the valet parking departure plan to affected residents. The letter of notification clearly states that residents will have access to their homes at all times. To date and in previous years, there have been no residents objecting to the proposed street closures and valet plan to utilize Hartford Way.

**FISCAL IMPACT**

DreamWorks has acknowledged that they will be responsible for all City costs and fees, including street closure fees. DreamWorks will also provide a Certificate of Insurance naming the City of Beverly Hills as an additional insured for \$2 million dollars.

**RECOMMENDATION**

Based on the success of this event over the last five years, staff will administratively process the request to close a portion of Hartford Way and various sidewalks to hold the 6th Annual "Night Before" Academy Awards party at the Beverly Hills Hotel on Saturday, February 23, 2008.

\_\_\_\_\_  
Gisele Grable  
Approved By





## Memorandum

**TO:** Benita Miller, City of Beverly Hills

**cc:** Jeffrey Katzenberg  
Ken Scherer, Motion Picture & Television Fund  
Chip Sullivan, DreamWorks

**FROM:** Robyn Leuthe

**DATE:** January 16, 2008

**RE:** 6th annual Night Before to benefit MPTF - 2/23/08

---

On behalf of the Motion Picture & Television Fund (MPTF), we appreciate your time and consideration of our below requests, in conjunction with the 6<sup>th</sup> Annual Night Before event scheduled for February 23, 2008.

**Event Background:** For the last five years, the MPTF has hosted the "Night Before" event at the Beverly Hills Hotel, on the evening before the Academy Awards. Attended by approximately 900 guests, last year's event raised 8 million dollars for the Fund, making it one of their most successful fundraisers ever. We were fortunate to have a host committee which included the likes of Nicole Kidman, Ben Affleck, Brad Pitt, Michael Douglas and Catherine Zeta Jones. The event was closed to all press, with the exception of one Variety photographer.

In regards to valet, in past years, we separated our guests from the Hotel guests by doing our pickup on Hartford Way and that has helped to streamline our departures. We would like to handle it the same way this year.

In regards to security, we would like to take precautions by closing some of the area sidewalks as we have done in the past five years. As you know, the Pool area at the Hotel is in a somewhat vulnerable position.

**Gift Distribution Canopy:** Again this year, L'oreal Paris, one of our presenting sponsors is requesting permission to put a small canopy outside on Hartford Way (see attached diagram for placement) from which they will distribute small gift bags.

**Street/Lane Closure Requests:** We are requesting the following street and sidewalk closures. Please be aware that we did hand deliver a letter to the residents in the neighborhood (see attached addresses) which explained what we were requesting and have not had any phone calls expressing any concerns.

We want to reiterate that the Event Organizers in conjunction with the Hotel will make every effort to ensure that the Valet operation and the Gift Distribution runs smoothly that evening and does not negatively impact any of the residents.

Miller Memo  
Page 2

This is what we are requesting:

- Street and Sidewalk Closure of Hartford Way from Sunset Blvd. to Glen Way beginning at 7 pm on Saturday, February 23rd for security and valet pick up purposes. Valet pick up would begin on Hartford at 8:30 pm and conclude by 1:30 am.
- The Alley directly behind the Hotel (a portion of Glen Way) closed to outside traffic from Lexington to Hartford Way.
- North and South Sidewalk Closure of Glen Way between Hartford Way & Oxford Way for security purposes.
- North Sidewalk closure on Sunset Blvd. Between Hartford Way & Crescent Drive for security purposes and to avoid any paparazzi being able to stage there
- No parking posted on the north side of Sunset Blvd. Between Hartford Way & Crescent Drive for security purposes.
- West Sidewalk closure on Crescent Drive alongside the perimeter of the Beverly Hills Hotel for security purposes.
- BHPD would direct all Hotel guests exiting the Hotel driveway to turn left on Hartford and immediately exit onto Sunset whereas our guests' cars would turn right and exit northbound on Hartford Way.

The Motion Picture & Television Fund will assume responsibility for all fees associated with permitting, lane closures, police, fire, etc.

We appreciate your consideration of our requests and we are available to you, should you have any questions or need anything further.

Thank you.