



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: Beverly Hills Chamber of Commerce's Annual Health, Fitness &
Beauty Expo on Sunday, June 1, 2008
Attachment: Letter from Beverly Hills Chamber of Commerce

INTRODUCTION

Attached is a request submitted by the Beverly Hills Chamber of Commerce to hold its 3rd Annual Health, Fitness & Beauty Expo on a portion of Civic Center Drive and in the Civic Center Plaza on Sunday, June 1, 2008 from 9 a.m. to 1 p.m.

DISCUSSION

As proposed, the event will take place in conjunction with and adjacent to the Farmers' Market for the purpose of obtaining visibility in the community and attracting Market patrons. Farmers' Market staff is aware of the request and has agreed with holding the two events simultaneously. Over the last two years, the Expo has been a highly successful event.

As proposed, booths will be set up on Civic Center Drive, extending to Third Street, and there may be additional set-up in the Civic Center Plaza. Set-up activities will begin at 6 a.m. The Expo will feature health screenings, fitness experts and beauty specialists. Exhibitors must be members of the Beverly Hills Chamber of Commerce in order to be eligible to participate in the event.

FISCAL IMPACT

The Beverly Hills Chamber of Commerce will be responsible for all City costs and fees, including the rental of the Civic Center Plaza. Also, a Certificate of Insurance in the amount of \$2 million naming the City as an additional insured will be provided by the Chamber.

RECOMMENDATION

Based on the success of this event in previous years and the positive impact to the community, staff will administratively approve the Chamber of Commerce's request for use of the Civic Center Plaza and a portion of Civic Center Drive to hold its Health Expo on Sunday, June 1, 2008.

Gisele Grable
Approved By



January 3, 2008

Benita Miller
 Special Events Coordinator
 City of Beverly Hills
 455 N. Rexford Dr. Room G-10
 Beverly Hills, CA 90210

Dear Benita,

This letter puts into writing Beverly Hills Chamber of Commerce's request for the use of the Beverly Hills Civic Center Plaza, as well as the block of Civic Center Drive adjacent to the Farmers' Market, for the Beverly Hills Chamber of Commerce 2008 Health, Fitness, and Beauty Expo on Sunday, June 1, 2008 from 9am to 1pm.

This is the Chamber's third annual Health, Fitness and Beauty Expo, and we are eager to continue the success of this event that benefits both the City and the Chamber by providing a health-conscious event to residents and consumers, while also promoting local businesses that are geared toward advocating healthy lifestyles. We expect at least 4,000 people to attend the event, as it runs consecutively with the Farmers' Market. We will also be conducting extensive marketing and promotion of the event that will increase awareness of the Expo.

Currently, the Expo's schedule is to begin set-up at 6:00am, as soon as the street closes for the Farmers' Market with the set-up completed by 8:30am. We will begin the tear-down process upon the conclusion of the event at 1:00 pm. Our configuration for participants at the Expo calls for booths to be set up on either side of Civic Center Drive, extending to 3rd Street, and continuing along the entranceway cascading down into the Plaza, as well as inside the Plaza itself. There will also be space within the Plaza area for a stage that will allow for performances, as well as for other demonstrations.

The Beverly Hills Chamber of Commerce will comply with all special event rules and regulations required by the City, and is grateful for your consideration of this request. The Chamber looks to make this a recurring event that will be enjoyable, informative, and successful for many years to come.

We are anxious to secure the City's approval of this request as soon as possible, so that we may continue the planning and development of this important event. Please contact the Chamber's Programs and Events Manager, Rebeka Small, at 310-248-1000 ext. 113 or small@beverlyhillschamber.com if you have any questions.

Sincerely,

Daniel C. Walsh
 CEO & President
 Beverly Hills Chamber of Commerce