



Beverly Hills City Council / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Thursday, January 28, 2016
2:30 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) Special Event Proposals and Street Closures
 - a. El Rodeo Fun Run (adjacent to school) on April 6, 2016
 - b. Young President's Organization Block Party on Rodeo Drive on May 11, 2016

- 3) Rodeo Drive Committee Mid-Year Programs Update

- 4) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

Byron Pope, City Clerk

Posted: January 27, 2016



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 28, 2016

To: City Council Liaisons - Rodeo Drive/Special Events/Holiday Programs
- Councilmember Lili Bosse
- Councilmember Nancy Krasne

From: Gisele Grable, Community Services Administrator 
Community Services Department

Subject: Special Event Proposals and Street Closures:
- El Rodeo Fun Run on April 6 – Adjacent to School
- Young President's Organization Block Party on May 11 - Rodeo Drive

Attachments:

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 Conferences & Visitors Bureau
4. Letter of Request for YPO Event on the 300 Block of North Rodeo Drive

INTRODUCTION

The following proposed events and street closures will be reviewed at the City Council Liaison meeting on Thursday, January 28. The information below includes preliminary information received to date.

El Rodeo Fun Run/Walk

Street Closures at each location for one block only: *Northbound Only of Whittier Drive (across from 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 approved, 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.

Young Presidents' Organization – YPO Pacific Edge 2016 and Rodeo Drive Block Party
Street Closure on the 300 block of North Rodeo Drive between Dayton and Brighton
Ways (*discussion with the Police staff is ongoing for the 400 North Rodeo block*)

YPO or the Young Presidents' Organization (which is an international organization of young professionals and business leaders; see *YPO attachment*) 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. (*Staff is also obtaining additional information about the use of the 400 block of North Rodeo drive for that evening, but is working closely with the Police Department to determine what may or may not be possible; staff will provide an update at the January 28 meeting.*)

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 (*at this time, only the RDC letter has been received and staff plans to provide the BHCVB letter at the January 28 meeting*).

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.



January 8, 2016

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,

Mark Tronstein
President
Rodeo Drive Committee

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



CONFERENCE &
VISITORS BUREAU
Love Beverly Hills

January 22, 2016

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





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

January 4, 2016

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.

About YPO

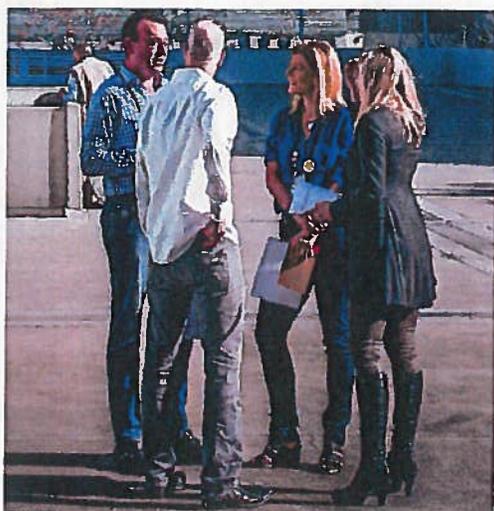
What is YPO?

Mission and Principles

YPO International Board

Management Team

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.

Peer Perspectives



Imad El-Khalil
Beirut, Lebanon
Member since 2000

"YPO is a gateway to interact with other members, other countries and other cultures."



Mark Essle
São Paulo Area, Brazil
Member since 2001

"It's amazing how YPO can build trust in the shorter period of time."



Irfan Pardesi
Johannesburg, South Africa
Member since 2014

"It's such an amazing peer-to-peer network, which allows you to access people on such a different level."



BH

RODEO DRIVE

**Mid-Year Program / Budget
Update**

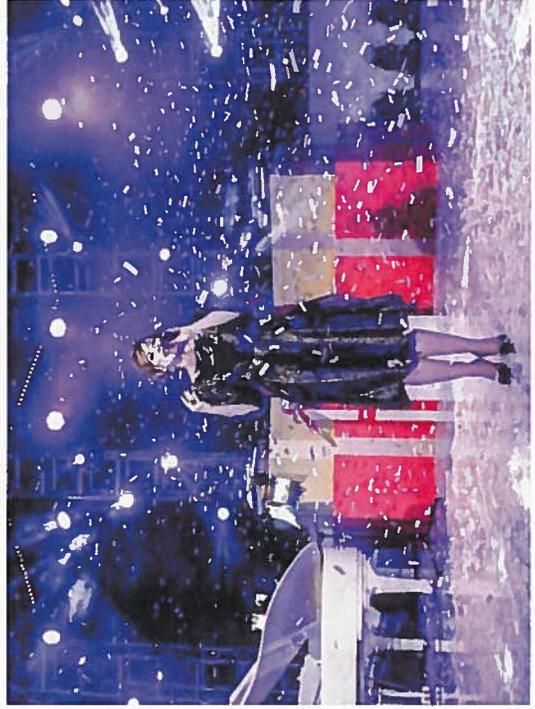
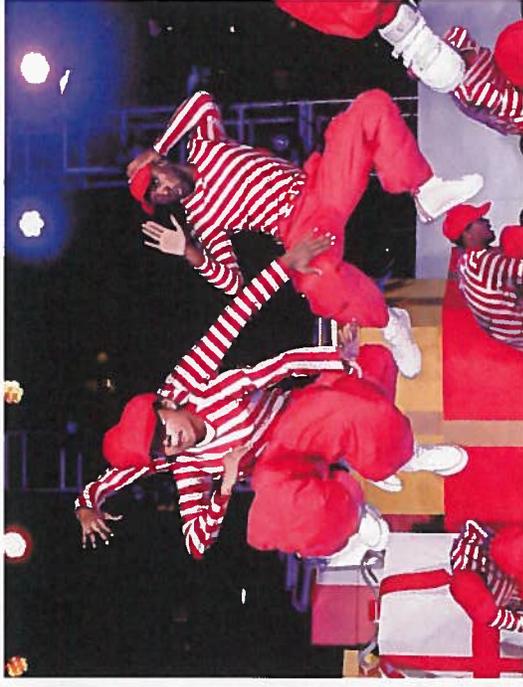
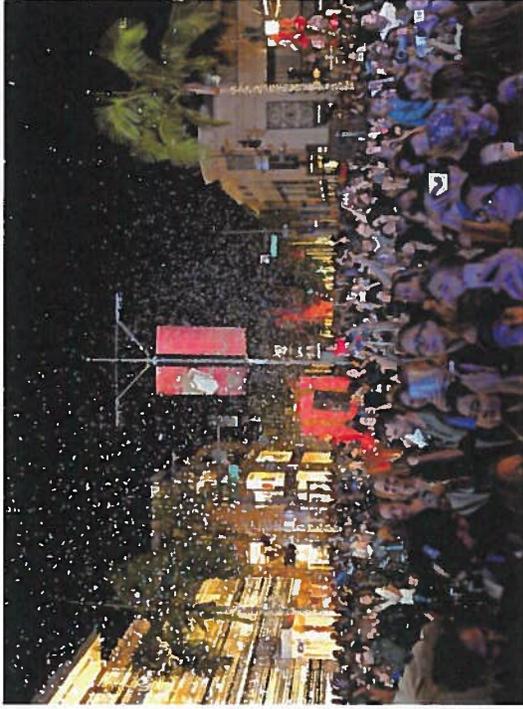
Rodeo Drive Committee Mid-Year Program Highlights

Beverly Hills Holiday Lighting Ceremony

RDC conceptualized, produced and executed the new holiday décor and Beverly Hills Holiday Lighting Ceremony on Rodeo Drive.

Attended by thousands of guests, the event was hosted by fashion expert and television personality Guiliana Rancic, and featured a musical performance by actor, jazz vocalist, and writer Molly Ringwald.

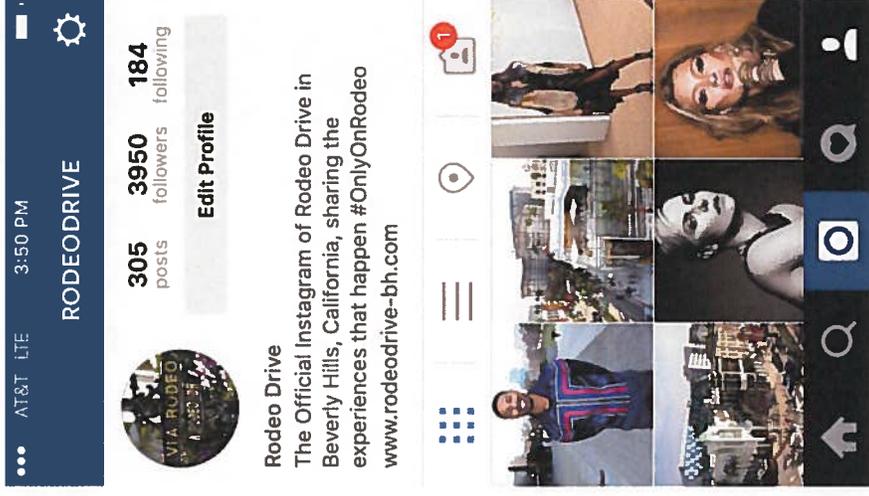
The Debbie Allen Dance Company opened the Ceremony with "The Hot Chocolate Nutcracker," which included an appearance by the acclaimed choreographer herself.



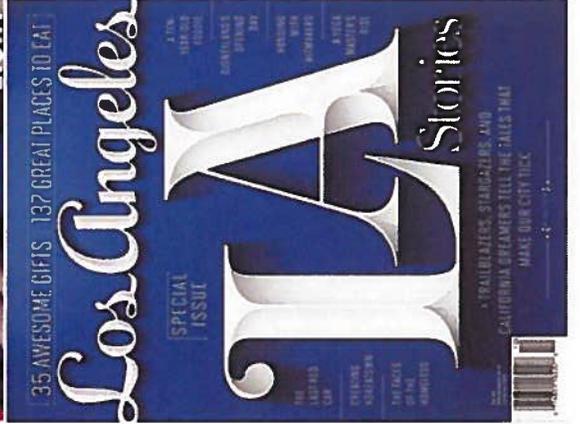
Rodeo Drive Committee Mid-Year Program Highlights

Social Media

- RDC has grown social media followers by 65% on Instagram and Twitter, and by more than 10% on Facebook
- For the Holiday Lighting Ceremony, RDC engaged with celebrities who had strong social media followings. For example, just one photo of Giuliana Rancic and Molly Ringwald at the event has generated nearly 11,500 likes on Instagram



Rodeo Drive Committee Mid-Year Program Highlights



Publicity

- Worked closely with *The Hollywood Reporter* on a piece that remarked, “*There’s no question – Rodeo Drive is rocking.*”
- Racked named Rodeo Drive one of “LA’s Five Best Shopping Destinations of 2015”
- Press coverage for the Beverly Hills Holiday Lighting Ceremony on Rodeo Drive reached an audience of nearly 20 million
- Publicity for the Holiday Lighting Ceremony garnered more than \$100,000 worth of media coverage
- Television coverage appeared locally on ABC and NBC, while FOX included coverage here in LA and syndicated it nationally
- The Associated Press TV also syndicated a news package to 250 news outlets worldwide
- *Los Angeles Magazine* included the Holiday Lighting Ceremony as one of “7 Awesome Things To Do This Weekend”

City Funding for FY 2014 – 2015

Program	Approved	Spent	Remaining
Walk of Style	\$200,000	\$77,502	\$122,498
Concours	\$30,000	\$30,000	\$ --
Holiday Décor and Lighting Ceremony ⁽¹⁾	\$423,100	\$438,335	(\$15,235)
Festival of Watches and Jewelry	\$100,000	\$100,000	\$ --
General Marketing / Advertising	\$150,000	\$140,167	\$9,833
Website / Marketing / Social Media	\$98,900	\$69,332	\$29,568
TOTAL	\$1,002,000	\$855,336	\$146,664

(1) Includes funds for Baccarat. City/RDC funding agreement was \$1,002,000 in 2014-2015 due to additional carryover funding for Baccarat installation.

FY 2014 – 2015 Funding Overview

- Craig Donahue passed on March 24, 2015; consequently, some of the Rodeo Drive Committee's (RDC) 2014-2015 initiatives were suspended:
 - Did not produce a second Rodeo Drive Walk of Style (RDC produced the Burberry Walk of Style in November 2014), which created a surplus of \$122,498
 - Did not utilize the entire general marketing / advertising budget, which created a surplus of \$9,833
 - Did not utilize the entire website / marketing / social media budget, which created a surplus of \$29,568
- Without an agency of record acting on its behalf, the RDC chose not to spend the excess funds; rather, it thought it was prudent to wait until a new agency of record was selected, which occurred in August 2015 (2015 – 2016 fiscal year)
- RDC is seeking Liaison Committee recommendation for the remaining \$146,664, and if such funding should be:
 - Applied to new initiatives
 - Not spent and returned to City

City Funding for FY 2015 – 2016

Program	Approved	Spent ⁽¹⁾	To Be Spent ⁽¹⁾	Remaining
Walk of Style	\$200,000	\$ --	\$ --	\$200,000
Concours	\$35,000	\$ --	\$42,000	(\$7,000)
Holiday Décor and Lighting Ceremony	\$325,000	\$338,438	\$ --	(\$13,438)
General Marketing / Advertising	\$380,000	\$147,000	\$233,000	\$ --
Website / Marketing / Social Media	\$60,000	\$14,885	\$45,115	\$ --
TOTAL	\$1,000,000	\$500,323	\$320,115	\$200,000⁽²⁾

(1) As of November 30, 2015.

(2) Excludes overage of \$20,438 from Concours and Holiday Décor and Lighting Ceremony.

FY 2015 – 2016 Funding Overview

- Rodeo Drive Walk of Style
 - RDC will not produce a Walk of Style in the current fiscal year, resulting in unspent funding of \$200,000
 - Rodeo Drive Walk of Style is currently planned to re-launch in Fall 2016 following a hiatus and strategic repositioning. To help re-establish this annual fashion event, the hiatus will allow updates to the event concept, timing, nominations process and selections committee
- Rodeo Drive Concours d'Elegance
 - Due to an unexpected change in City street closure requirements, the anticipated City permitting fees for Concours will increase by an estimated \$7,000
- General Marketing / Advertising
 - Continue with LAX international inbound advertising through the summer
 - Due to its inability to refresh the artwork, RDC was able to negotiate \$24,000 in cost savings from JC Decaux, with whom RDC contracts for the banner ad
- RDC is seeking Liaison Committee recommendation for the unspent funding of \$200,000, and if such funding should be:
 - Used as carryover for Walk of Style event in FY 2016 – 2017
 - Reprioritized for other new initiatives