



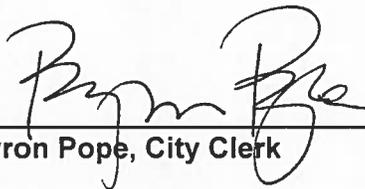
**Beverly Hills City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

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

**Tuesday, August 29, 2017  
5:00 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) Peninsula Hotel Employee Block Party
- 3) Banner Display on The Wallis Auditorium for Vanity Fair New Establishment Summit
- 4) "Beverly Hills Run Rodeo Drive 5K Run/Walk & Fitness Day"
- 5) Adjournment

  
\_\_\_\_\_  
Byron Pope, City Clerk

**Posted: August 24, 2017**

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE***

   
In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



## STAFF REPORT

**Meeting Date:** August 29, 2017

**To:** City Council Liaisons - Rodeo Drive/Special Events/Holiday Programs  
- Mayor Lili Bosse  
- Councilmember Lester Friedman

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

**Subject:** Special Event Proposals:  
- Peninsula Hotel Employee Block Party  
- Banner Display on the Wallis Auditorium for Vanity Fair New Establishment Summit  
- Beverly Hills "Run Rodeo Drive 5K Run/Walk & Fitness Day"

**Attachments:** 1. Map of Peninsula Hotel  
2. Vanity Fair Banner Display Rendering  
3. Route for Beverly Hills Run Rodeo Drive 5K Run/Walk Event

---

### INTRODUCTION

The following proposed events will be reviewed at the City Council Liaison meeting on Tuesday, August 29, 2017. The information below includes preliminary information received to date.

#### Peninsula Hotel Employee Block Party

**Sunday, September 24, 2017 from 11 a.m. to 5 p.m.**

**Durant Drive only between Lask Drive and Charleville Boulevard**

Over the years, the Peninsula Hotel has often held its annual employee picnic at Roxbury Park. Due to the limited availability of the Park, they have sometimes have had to conduct the event during the week due to the limited space and availability on weekends. This year, the Peninsula is seeking to hold a block party for its employees and their families on a Sunday, located on Durant Drive, immediately adjacent and behind the hotel (*see Attachment 1 for map*).

Durant Drive, which is a one way street and is used primarily for parking, would be closed between Lasky Drive and Charleville Boulevard. Other than Durant, adjacent streets would not be impacted or closed to through traffic. In addition, the offices that are located in the sole commercial building (behind the hotel and located on Durant Drive) are closed on Sundays. The type of elements that would be included in the Block Party consist of activities such as face painting, a dunk tank, carnival games, photo booth, etc. Food and beverage would be catered by The Peninsula from its kitchen, and accessible from the Durant Drive side of the hotel. The Peninsula would provide security to ensure safety and security for the event.

Honorable City Council Liaisons  
August 29, 2017

City staff from various departments (Police, Fire, Public Works, etc.) met with the Peninsula Director Offer Nissenbaum and his staff to discuss the proposed elements and to determine whether or not such a closure could be conducted in a safe and secure fashion. City staff made recommendations for the layout and logistics for this type of event, and indicated that it was felt that a street closure could occur at this location with nominal impacts to the surrounding community, especially on a Sunday. In addition, notification to the surrounding area (including adjacent residents) would be required prior to the event.

All City permits and fees would be the responsibility of The Peninsula Hotel. General Liability insurance naming the City of Beverly Hills as an additional insured would also be provided by The Peninsula (the amount to be determined after review with the City's Risk Manager if the event is approved).

**Banner Display on The Wallis Auditorium for Vanity Fair New Establishment Summit**  
**Estimated Timeframe of October 1 through 5, 2017**

Vanity Fair will be hosting its Fourth Annual New Establishment Summit at The Wallis in October 2017. Over the last three years, the Summit has occurred in San Francisco, and the 2017 program will be the first time in Beverly Hills.

The New Establishment Summit is comprised of a conference that brings together influential experts and professionals in the fields of technology, media, business, entertainment, politics and the arts, for presentations and conversations on the issues and innovations shaping the future on a global scale.

Normally, the City does not issue permits for events that occur at The Wallis. Vanity Fair is seeking to install a large scale banner on the façade of The Wallis' Theater for temporary display solely during the Summit (approximately October 1 through 5, 2017) which requires City approval. The banner would include faces/portraits and would be located on the west façade of the theater that overlooks its inner courtyard (*see Attachment 2 for rendering*). Community Development staff has reviewed the request and has indicated that since it is temporary, and if folded into a special event permit, the request could be administratively approved. Staff wished to share the information with the City Council prior to final approval. On a rare occasion, similar types of temporary banner displays have been allowed when included within a Special Event Permit.

**Beverly Hills "Run Rodeo Drive 5K Run/Walk & Fitness Day" Proposal**  
**Sunday, January 28, 2018**

**Crescent Drive Street Closure (Start/Finish & Fitness Activities); and Route to Travel through Business Triangle including Rodeo Drive)**

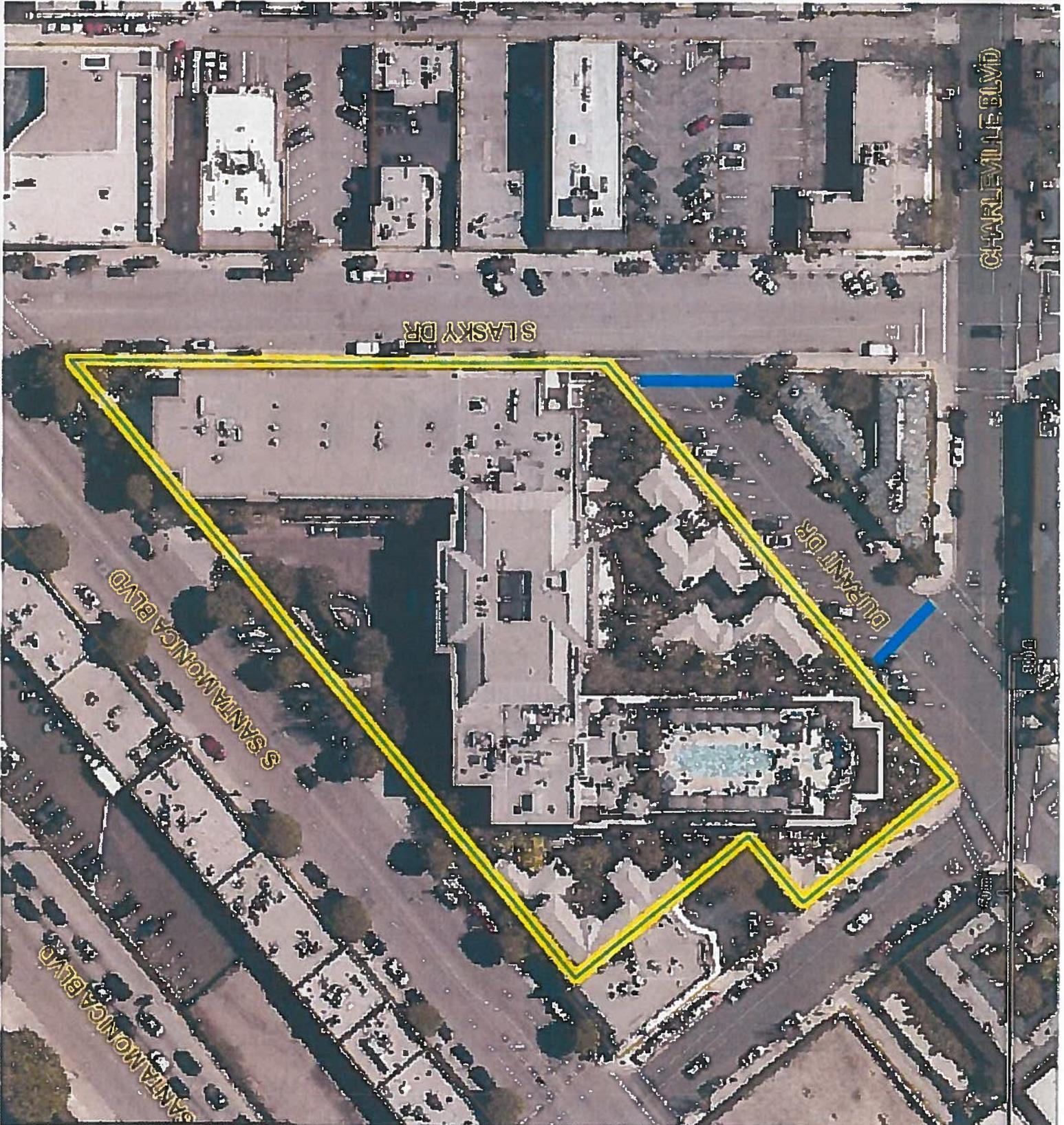
The City has received a proposal for a 5K run/walk, and fitness day event (from approximately 6:30 a.m. to Noon.) to occur on January 28, 2018. The run/walk event would start and finish on Crescent Drive, adjacent to City Hall and travel within the Business Triangle, as well as Rodeo Drive. Afterwards, a Fitness-Day program would occur on Crescent Drive between North and South Santa Monica and include activities such as kick-boxing, dance, pilates, yoga, etc.

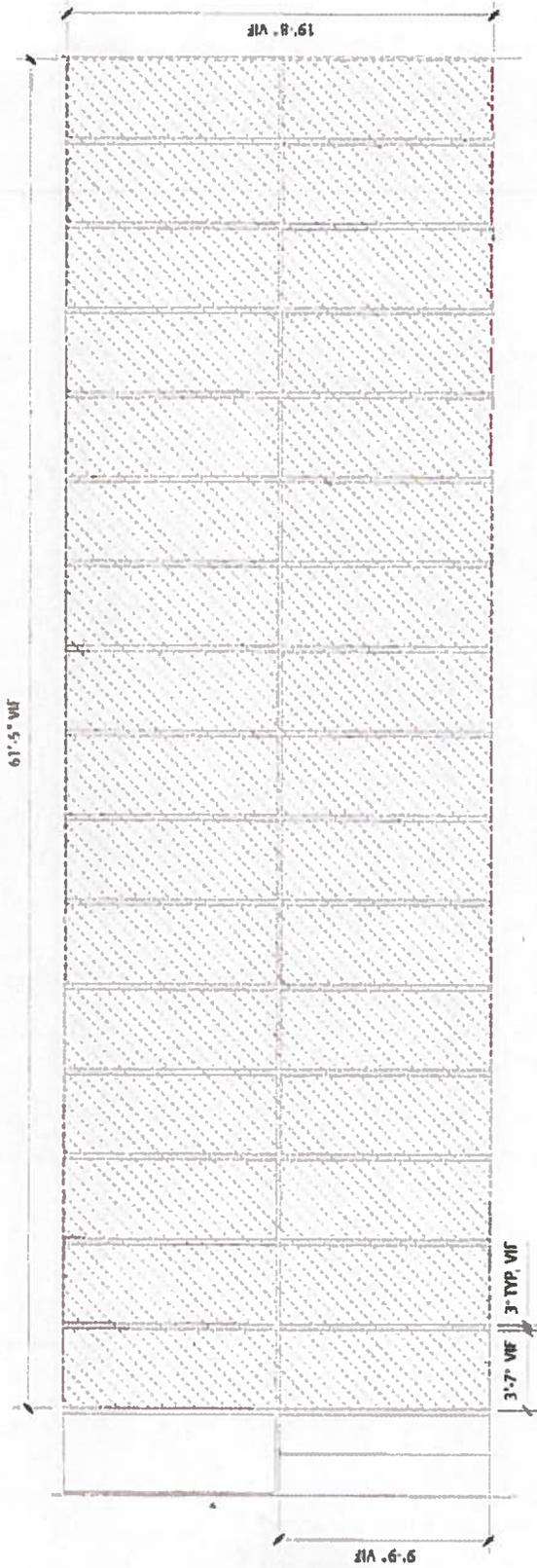
City staff (including Police and Fire Department representatives) met preliminarily with fitness trainer Mr. Dion Jackson and his team about the proposed route (*see Attachment 3*) and event details and overall proposal, and provided some suggestions. Mr. Jackson in the meantime, has been meeting with various community groups and organizations (including the Rodeo Drive Committee) seeking support and sponsorships, and will provide an update on the proposal at Tuesday's Council Liaison meeting.

**Peninsula Hotel**  
9882 S. Santa Monica Blvd.  
Beverly Hills, CA

**Employee Block Party**  
Sunday,  
September 24, 2017  
11 a.m.- 5 p.m.  
On Durant Drive

**ATTACHMENT #1**





GRAPHIC @ THEATER FAÇADE

VIEW FROM ACROSS SANTA MONICA

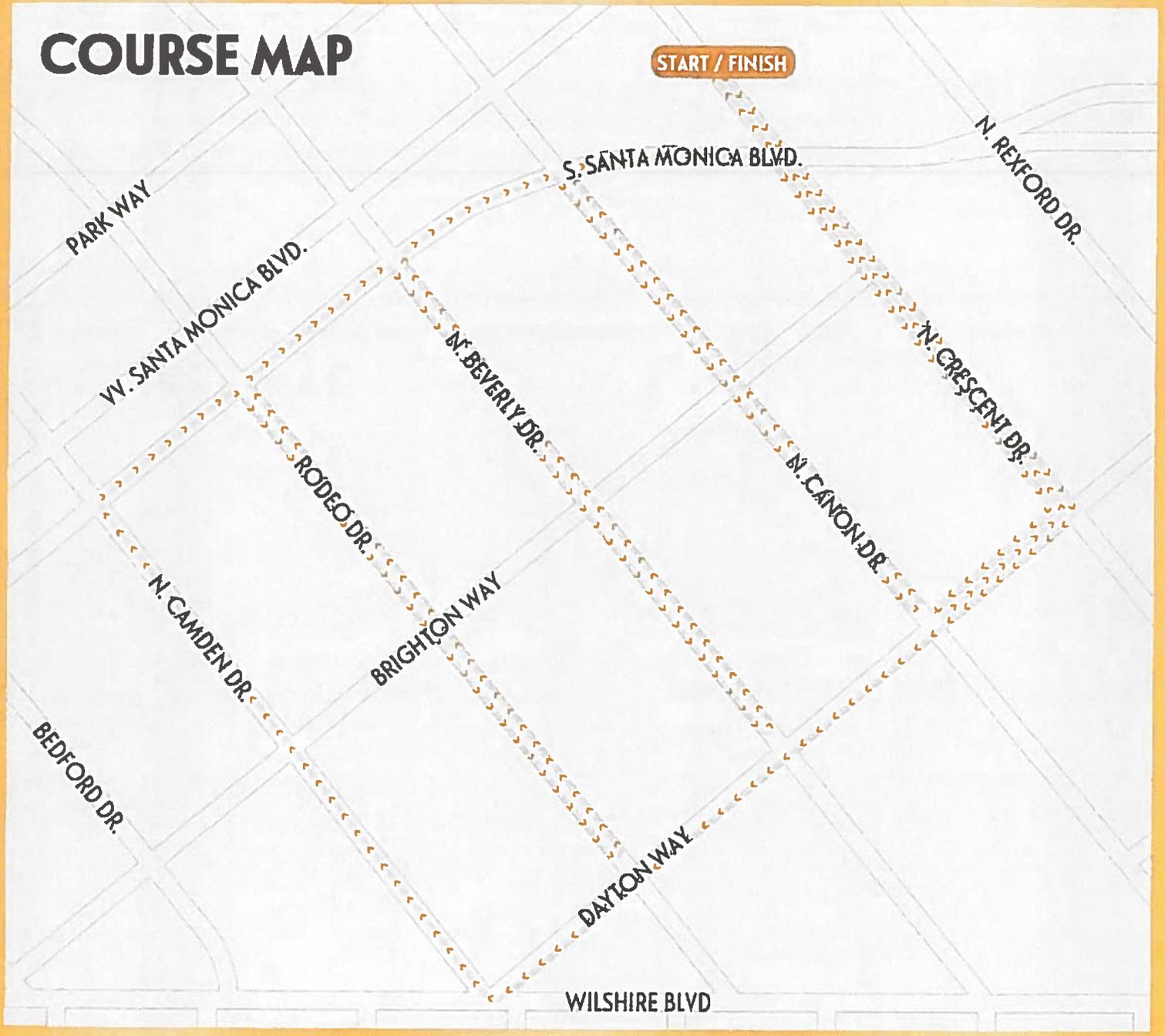


VIEW FROM ACROSS N CANYON DR



# COURSE MAP

START / FINISH





Mega Celebrity Trainer Dion Jackson and Olympic Gold Medalist Bob Seagren's Run Racing Team have teamed up to present the 1st annual Beverly Hills "Run Rodeo Drive" 5K Run/Walk & Fitness Day to support the inspirational Mayor Lili Bosse's goal of transforming Beverly Hills into America's healthiest city. Scheduled for Sunday morning January 28, 2018, the 5K Run/Walk will showcase the Beverly Hills business district including the world-famous Rodeo Drive (The Golden Triangle). The flat and fast course will take runners, walkers and health conscious participants past the storefronts of well-known brands like Gucci, Cartier, Ralph Lauren, Chanel, Versace, Valentino, Dior, Neiman Marcus, Armani & Louis Vuitton.

### BEVERLY HILLS "RUN RODEO DRIVE" 5K RUN/WALK SCHEDULE

6:30am	Rudy welcomes the runners and guest to the FIRST annual Beverly Hills 5K "Run Rodeo Drive" 5K walk/run & Fitness day!
7:30am	Rudy introduces the inspirational Beverly Hills Mayor Lili Bosse (other celebrities)
7:40am	Awards, special door prizes, special discounts offered to participants by BH merchants
7:50am	Mayor Lili Bosse introduces Dion and he starts the warmup.
8:00am	Race starts (and they're off) 8:16am - First finisher 9:15am - Last finisher 9:45am - Door prize drawings and giveaways

### FITNESS DAY

10:00am	KickBoxing
10:15am	Dance
10:30am	Pilates
10:45am	Yoga/Stretch
11am-11:30am	Kids World- LA GALAXY, LA KINGS, LA RAMS
11:30 -12 noon	Invite participants to eat and shop in Beverly Hills