



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
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Thursday, June 8, 2017
4:30 PM**

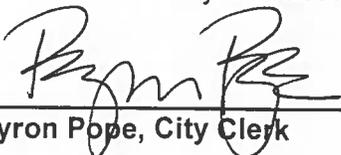
AGENDA

- 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) Rodeo Drive Committee's Request for the Reallocation of Funds from Fiscal Year 2016/17**
 - a. Request to reallocate current available funds to assist with the annual Father's Day Concours d' Elegance event in June 2017.

- 3) Skechers Performance Los Angeles Marathon**
 - a. Provides an update on the 2017 marathon, and provides information regarding the request to include Beverly Hills in its 2018 and 2019 events.

- 4) LA Freedom Festival in Century City**
 - a. Provides information on The LA Freedom Festival event and Santa Monica Boulevard street closure that will occur in Century City on Tuesday, July 4, and its impacts on Beverly Hills.



Byron Pope, City Clerk

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

Posted: June 6, 2017



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: June 8, 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

A handwritten signature in black ink, appearing to read "G. Grable", written over the name of the sender.

Subject: ➤ Skechers Performance Los Angeles Marathon
 ➤ LA Freedom Festival in Century City

Attachments: 1. Request from Conqur Endurance Group
2. LA Freedom Festival Info Sheet

INTRODUCTION

The following events will be reviewed at the City Council Liaison meeting on Thursday, June 8, 2017. The information below includes preliminary information received to date.

Los Angeles Marathon

The City received the attached request from Conqur Endurance Group seeking to continue the inclusion of Beverly Hills in the Los Angeles Marathon route for the 2018 and 2019 events. The information below and attached letter provides an overview of the request.

For 8 years, the City of Beverly Hills has participated in the Stadium to the Sea Course, along with four other neighboring cities. Last year, the city received a multi-year request to continue its participation in future events. The City Council at the time requested that only one year would be approved due to the potential impacts of the two major upcoming projects that had not yet started: North Santa Monica Boulevard Reconstruction and the Metro Purple Line.

The March 19, 2017 marathon event was extremely well run and in terms of logistics, was one of the most successful years to date. City staff worked diligently to re-open all streets by 1:00 p.m. and even with traffic impacts due to current City projects, staff continued to work at minimizing the community congestion as much as possible, and not any greater than in previous years.

For the future requests, it is also being proposed to include a "structured" bike element prior to the start of the Marathon. In recent years, an independent bike ride has occurred prior to the race. City staff was always alerted and informed of the riders, and always prepared to escort them through town each year. The Marathon is seeking to take control and make this bike element a

Honorable City Council Liaisons
June 8, 2017

safer option for riders, which is further described in the attached letter. The City of Santa Monica has provided their support of this new element. City staff does not feel it will largely alter the measures that are already in place to address this "new" component.

Notification efforts are and have been extensive each year. The Beverly Hills community, merchants and residents along the route, Rodeo Drive and Business Triangle merchants, churches along Santa Monica would continue to be notified.

All City permits and fees and any associated costs have been the responsibility of Conqur and in addition includes full cost recovery for personnel costs, equipment, signage, etc. (for the 2017 event, the final payment was approximately \$135,000). General Liability insurance in the amount of \$2 million dollars naming the City of Beverly Hills as an additional insured would also be required and provided by the Conqur Endurance Group.

City Council Liaison feedback and direction is respectfully requested regarding the request to conduct the Skechers Performance Los Angeles Marathon on March 18, 2018 and March 10, 2019. Tracey Russell, CEO of the Conqur Endurance Group, and her team will be in attendance at Thursday's meeting to answer questions and provide additional detail.

LA Freedom Festival in Century City

City staff has been informed this week of a City of Los Angeles event that will be occurring on Santa Monica Boulevard in Century City between Avenue of the Stars and Moreno Drive, outside of Beverly Hills. The LA Freedom Festival will include musical performances, food trucks, fireworks and the unveiling of a large sculpture on Tuesday, July 4, 2017 between 6:00 p.m. and 10:00 p.m.

City staff (including Police Department and Transportation Division) met with the event organizers in order to review the impacts to Beverly Hills. There will be a partial closure of Santa Monica Blvd. in Century City starting on Sunday, July 2, with a full closure at midnight on Monday, July 3. Beverly Hills staff has recommended that a partial closure (with "local traffic access only" signage) be placed on Santa Monica Boulevard at Wilshire Boulevard in order to accommodate access to the local hotels, and access to local merchants along S. Santa Monica Boulevard.

A traffic management plan is currently being developed, which will be reviewed and approved by Beverly Hills Police Department and Transportation Division staff before it is finalized. In addition, the City's local hotels will be contacted, and information and invitations provided to nearby Beverly Hills residents and merchants about the event as well as the impacts to Santa Monica Boulevard.

Permits and any associated fees including personnel costs will be the responsibility of the Farhang Foundation.



The Honorable City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Councilmembers:

On behalf of all involved, thank-you for the City's wonderful support and enthusiasm for this year's Skechers Performance Los Angeles Marathon. By all accounts it was a fantastic year for the Marathon. As we've mentioned many times in the past, the incredible Beverly Hills and Rodeo Drive section of the Stadium to the Sea Course is one of the primary reasons for the event's position among the country's top-5 and world's top-10 marathons. For 8 years now, we have developed and maintained an outstanding relationship with Gisele Grable and the team in Beverly Hills – a relationship based on trust, hard work, problem solving, commitment to the Beverly Hills Community and our participants. We would like to continue this outstanding track record of success and renew our agreement with the City of Beverly Hills for 2018 and 2019.

While fund raising is continuing, all indications are that the 2017 Marathon will raise around \$3.5M to support mostly local causes. The Beverly Hills based Concern Foundation, raised \$194,000 this year and nearly \$1M since partnering as an Official Marathon Charity. Additionally, the Marathon annually donates nearly \$650,000+ in goods and services to grade school and high school programs through our partnerships with LAUSD and Students Run LA.

As was discussed earlier in the year with some of you and staff, beginning in 2018 we look to include a charity bike ride as part of the Marathon which is expected to raise an additional \$1M annually for City of Hope (see attached letter and presentation). This Ride has been developed jointly with the City of Los Angeles as a replacement for the Wolfpack Hustle ride that, as you know, is under-insured, under-produced and quite frankly a nuisance that jeopardizes public safety and an on-time start for the Marathon.

The Ride will be produced by Patrick Connor who has vast experience in the production of safe and successful charity rides. The Ride will carry a general liability policy that meets all municipal requirements; it will be a limited entry (approximately 2,000 riders) family-oriented event where all riders will be required to sign waivers, pay an entry fee, and raise money to support City of Hope.

We are happy to work with soft road closures through Beverly Hills so that the traffic impact of the Ride is no different than Wolfpack Hustle. The Ride will be more orderly than Wolfpack Hustle resulting in a safer and less impactful traverse through our entire course. Our (with the City of Los Angeles) main objective in creating the Ride is to regain control of our race course so that it is incident free prior to the start of the Marathon. As a fully permitted event, LAPD has given assurances that it will take the necessary steps and actions to allow controlled access to the Marathon course only to cyclists who are registered in the charity Ride -- meaning that the charity Ride will replace Wolfpack Hustle.

Cooperation between our four city partners continues to be a key ingredient in the success of the Skechers Performance Los Angeles Marathon. The *Stadium to the Sea* course continues to gain significant notoriety and traction locally, nationally and internationally as a must do marathon as evidenced by an 11% increase in 2017 international entries. The foundation for our major marketing initiative in China is set and we will see increasingly larger numbers of high net-worth Chinese taking part in the Marathon in coming years. There is a huge running boom in China and Los Angeles is a natural destination for Chinese running tourism.

With an Olympic decision on the horizon, the Marathon is both a showcase of our regional capabilities to stage large scale events and an essential preparedness exercise to successfully host the Games.

Looking forward, the Marathon will continue with its traditional mid-March date with these race dates:

- o March 18, 2018
- o March 10, 2019 (tentative)

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the *Stadium to the Sea* course. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national and international spotlight for Beverly Hills' signature style and renowned businesses. Rodeo Drive is routinely and overwhelmingly voted "Favorite Landmark" by participants over the entire 26.2 mile course, and one of the driving factors many choose to participate in the Marathon.

The entire Beverly Hills course section serves as a tremendous source of excitement and activity for both runners and spectators. Again this year, our sponsor Air France partnered with the City of Beverly Hills to host a well-received block party/ cheer zone. Cheer Alley, located near little Santa Monica Boulevard and Moreno Drive, featured over 600 cheer leaders. These event elements have very successfully and positively engaged Beverly Hills residents with our runners.

To further support our City partners, we are working, and will continue to work with, the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions to our entire database and online social community. As proud members of the Chamber, we will continue to expand that relationship and provide opportunities to increase visibility of local businesses, and offer a point of economic development.

In the months since our last application, we hope that there is additional clarity regarding the Metro construction through the City. As good partners should, we will work with the City to minimize any construction-related impact on the City during Marathon Sunday.

Again, we respectfully request a two-year extension to our operating agreement to include the 2018 and 2019 Marathons with the charity bike component added.

Thank you for your tremendous support in making the 2017 Skechers Performance Los Angeles Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,



Tracey Russell
Chief Executive Officer

Cc: Gisele Grable
Howard Sunkin
Murphy Reinschreiber

LOS ANGELES
LANDMARK
RIDE 

THE OFFICIAL BIKE RIDE OF

THE SKECHERS PERFORMANCE LOS ANGELES MARATHON

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The **LA Landmark Ride** will be a unique bike ride that will take place annually on the Los Angeles Marathon Course. The Ride will provide participants of all ages and abilities a once-a-year opportunity to experience the sunrise sights and sounds of Los Angeles on a closed bike course. Not only will the participants have the satisfaction of completing the approximate 25 mile ride, they will also have done something meaningful for our community by raising funds for **City of Hope**, the Ride's beneficiary.

The Ride will be a high-quality event production that will be overseen by **Conqur Endurance Group** and organized by **Patrick Conner** one of the country's most experienced and successful charity bike event organizers. The Ride will be expertly produced, fully permitted, and insured with a focus on participant enjoyment & experience and safety.

All participants must register for the ride (including signing a waiver), pay an entry fee (\$150), and commit to raising at least \$300 for the Ride's beneficiaries. The first year estimate is for 2,000 riders to participate with a \$1M fundraising goal for the Ride's beneficiary City of Hope. In addition to the unique experience of riding past LA's most famous landmarks, each rider will receive all the accoutrements of a first-class bike ride – t-shirt, bike jersey, bid number, food & beverages and entertainment. *The Los Angeles Landmark Ride will be extraordinary and do good. It will maximize the opportunity presented by the Marathon road closures for both the cycling and general communities.*

Overview

Proposed Start Location	2nd & Grand (in front of Disney Concert Hall)
Start Time	5:00am
Working Name	Los Angeles Landmark Ride
Number of Riders	2,000 in the first year
Beneficiary	City of Hope Year 1 fund raising goal is \$1M

This Is A Paced Ride -- Not A Race



The LA Landmark Ride will:

- Generate substantial funds for a worthwhile broad-appeal cause
- Provide a safe & high quality cycling experience for Los Angelinos
- Optimize the opportunity presented by the Marathon road closures
- Comply with all municipal permit and insurance requirements

Nuts & Bolts

DRAFT

Start Section (See map below)

The Ride will Start at 2nd & Grand and enter the Marathon course immediately at 1st & Grand.

Super Lead Vehicle

A private lead vehicle will traverse the course approximately 1 mile in front of the lead cyclist to provide ample warning to Marathon work crews to clear the road.

Lead Vehicle Package

A Lead Vehicle package including an LAPD motor and private vehicle will pace the ride at 20 mph varied for terrain and conditions.

Cut-off Points

All cyclists failing to reach the San Vicente & Bundy intersection by a designated and publicized time will be directed off the course to the finish line at the Brentwood Science Magnet School. Other cut-off points may be developed.

Sweep Vehicle

A private vehicle will sweep the back of the ride to direct all riders falling behind a 15 mph pace to other City streets so that Marathon set up crews can safely resume work knowing that all bikes are off the road.

Finish (See map below)

Bikes will make a U-Turn at the intersection of San Vicente & Ocean and return on Marathon course (eastbound lanes of San Vicente) to Bundy where the bikes will turn right and finish at the Brentwood Science Magnet School. The bike tour production team will place and retrieve cones between Bundy and Ocean to designate two-way bike traffic. No additional police resources will be needed for this section of the course.

Additional City resources to secure the Start & Finish Areas to be discussed and determined.



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Leadership Profile

Patrick Connor, CEO of Keep On Breathing LLC



- Expert on event fundraisers
- Former Executive Director of Pedal the Cause San Diego. Started the cycling fundraiser in 2013 to benefit collaborative cancer research at UC San Diego Moores Cancer Center, Salk Institute and Sanford-Burnham.
- Former Managing Director of The Ride to Conquer Cancer. Under his leadership, The Ride to Conquer Cancer raised over \$120 million for four cancer foundations in Canada.
- Cancer survivor and a 5-time Ironman finisher. He finished three Ironman races while undergoing two years of chemotherapy and immunotherapy for Stage 4 non-Hodgkin's lymphoma.
- Former sales & marketing executive with Johnson & Johnson and Warner Bros. He has hands-on experience at all stages in the integration of brands, consumer products and causes into the marketplace.
- Earned his BS from Northwestern University and MBA from the Kellogg Graduate School of Management at Northwestern University.
- Lives in Pasadena

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Additional Event Management Support

To assure a high quality event, the production team from **Multisports Events** will support Patrick Connor and Conquer. This team will plan, execute and focus solely on the logistics of the Ride.

Multisports' principals are some of the most experienced & successful endurance/cycling producers in the world. See http://multisports.com/event_management.php. Roch Frey and Paul Huddle each have more than 20 years experience in the planning and production of endurance events. Roch and Paul have been race directors for Ironman Arizona, Ironman St. George and California Half-Ironman; they have been bike course directors for Ironman Canada, Ironman Florida, Ironman Wisconsin and Ironman Coeur d'Alene. They currently lead event management and expansion efforts for Ironman in Europe and China.

Multisports supported Patrick Connor to launch Pedal the Cause San Diego, which raised millions of dollars for collaborative cancer research at San Diego's three NCI-designated cancer centers: UC San Diego Moores Cancer Center, Salk Institute and Sanford-Burnham Medical Research Institute. The team will bring the same level of excellence to planning and logistics that it has brought to countless professional Ironman races and cycling events.



Kristin J Bertell, M.A., CFRE

Chief Philanthropy Officer

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Duarte, CA 91010-3000
Phone 626 930-5425
kbertell@cityofhope.org
www.cityofhope.org

April 18, 2017

Hello and thank you for your consideration in support of a worthy cause:

City of Hope is incredibly excited to partner with Conquer Endurance Group (Los Angeles Marathon) and world class bike ride producer Patrick Connor for the inaugural Los Angeles Landmark Ride, which we expect will raise \$1 million annually for groundbreaking cancer research.

The Ride presents a tremendous opportunity to educate the public about the transformative work we do here at City of Hope. Cyclists will register to participate in the event, and then raise money for City of Hope. The funds collected by riders will lead to substantial and lasting benefits for our patients and programs.

For more than 100 years, City of Hope has been at the forefront of cancer treatment and research. We are a comprehensive cancer center - the highest recognition bestowed by the National Cancer Institute. U.S. News & World Report has ranked City of Hope as one of the country's "Best Cancer Hospitals" in the nation for more than a decade. We are proud to have performed more than 14,000 bone marrow transplants and driven transformative progress in breast and prostate cancer. City of Hope is now leading the way in the development of innovative approaches to treating brain cancer.

At City of Hope, our doctors, nurses, researchers and staff work to treat both the physical and emotional needs of the tens of thousands of patients we see every year. This philosophy of care allows patients to lead fuller, more rewarding lives after their illness. By combining science with soul, City of Hope makes miracles happen every day.

The men, women and families who participate in the inaugural Los Angeles Landmark Ride will help us continue our critically important work here at City of Hope. We are thrilled to be involved with this event and look forward to a partnership that will make a difference for our patients and the Greater Los Angeles community.

Warm regards,

A handwritten signature in blue ink, appearing to read "Kristin Bertell".

Kristin Bertell
Chief Philanthropy Officer



FARHANG FOUNDATION: A non-religious, non-political and not-for-profit foundation with a mission to celebrate and promote Iranian art and culture.

LA FREEDOM FESTIVAL: An open to the public event, The LA Freedom Festival will feature musical performances, food trucks and booths, the unveiling of The Freedom Sculpture and a fireworks finale.

THE FREEDOM SCULPTURE: A permanent monument which will be gifted to the City of Los Angeles, the Freedom Sculpture is inspired by the humanitarian ideals of freedom, respect for cultural diversity and inclusiveness that originated with Cyrus the Great of Persia 2,500 years ago. These tenets have been enshrined in the US Constitution for all by the Founding Fathers. The Freedom Sculpture will be installed on the Median Strip on Santa Monica Boulevard, just west of Century Park East.

EVENT DATE: Tuesday, July 4, 2017
6 p.m.-10 p.m

LOCATION: Santa Monica Boulevard
Between Avenue of the Stars and Moreno Drive