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

Tuesday, February 12, 2019
3:00 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) Rodeo Drive Committee Social Art Installation Conceptual Design

3) Oscar Gala Street Closure at the Beverly Wilshire Hotel on February 24, 2019

4) Run to Remember Half Marathon and 5/10K on April 7, 2019

5) Adjournment

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: February 8, 2019

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.
INTRODUCTION
The Rodeo Drive Committee (RDC) has submitted a conceptual design for their next social art installation on Rodeo Drive. The installs are interactive photo booths which are part of a quarterly series per their fiscal year agreement with the City.

DISCUSSION
The Rodeo Drive Committee through their agency of record AgenC has submitted a draft social art installation design for their next install which is tentatively scheduled for mid-March to May 2019. The install is entitled ‘Jet Setter,’ an aspirational activation inspired by world travelers visiting Rodeo Drive. Per their annual agreement, the RDC is funded to provide four art installations on Rodeo Drive; this would be their third installation.

FISCAL IMPACT
Funding has already been approved by the City Council on July 17, 2018 within the RDC annual agreement for FY 2018-2019. This is an ongoing program, and no additional funding is requested at this time.

RECOMMENDATION
City Council Liaison feedback and direction is respectfully requested regarding the attached design which is scheduled to be installed at the end of March.
RODEO DRIVE
JET SETTER INSTALLATION

February 07, 2019
This concept is inspired by the opulent, jet setter lifestyle Rodeo shoppers have/seek. The aspirational and premium vignette, bursting with a bold Spring palette, allows guests to snap a photo surrounded by sets of luxury luggage and blooming flowers at a “point of arrival/departure.”

The anterior wall is made out of weather resistant tufted pleather and the "roof" is covered in a textured vinyl. As for the set props, the luggage consists of existing vintage cases that have been waterproofed and bound together.
The posterior of the vignette (see above) is an additional affluent photo moment, covered by stylized passport stamps from the most desired places to travel on earth, with the iconic Rodeo Drive logo as the focal point. It will be dramatically lit at night so guests know that this "point of arrival/departure" is still open.
JET SETTER INSTALLATION

BUILD DRAWINGS

SIDE ELEVATION

PLAN VIEW

FRONT ELEVATION

REAR ELEVATION

THIS DRAWING REPRESENTS VISUAL CONCEPTS AND CONSTRUCTION SUGGESTIONS ONLY. AS THEY VISUALLY AFFECT THE SCIENIC, THE DESIGNER IS UNQUALIFIED TO DETERMINE THE STRUCTURAL APPROPRIATENESS OF THE DESIGN AND WILL NOT ASSUME RESPONSIBILITY FOR IMPROPER ENGINEERING, CONSTRUCTION OR USE OF THE SCIENIC. THE SHOP IS TO PROVIDE DETAILED CONSTRUCTION DRAWINGS OUTLINING MATERIALS AND TECHNIQUES IF THEY WILL RESULT IN ANY DERIVATION FROM THE LOOK EXPRESSED OR WILL RESULT IN THE DIMENSIONAL CHANGE OF ANY DESIGN DETAIL.
RODEO DRIVE
JET SETTER INSTALLATION

THANK YOU
INTRODUCTION
The Beverly Wilshire, Mindy Weiss Event Company and Entertainment Studios CEO/celebrity host Byron Allen request direction for a one-day special event, which includes a one-day street closure of the alleyway connecting Charleville with S Rodeo Drive. The closure will also include lane use of S Rodeo Drive on Sunday, February 24, 2019 for an Oscar Gala. A sidewalk closure will be in effect on S Rodeo, with regular hotel and valet operations to continue. If approved, staff will proceed with necessary permitting and notifications at the responsibility of the event applicant.

DISCUSSION
The Beverly Wilshire receives regular requests from clients to have a large red carpet entrance to their large ballroom to attract top-tier luxury events, galas and award shows. Entertainment Studios along with their event planner, Mindy Weiss, is seeking a one-day street closure of an alleyway, as well as the Northbound lane use of S Rodeo Drive adjacent to the hotel to allow for a grand red carpet entrance into the hotel ballroom.

Entertainment Studios request to host an Oscar gala event with a street closure on the following:

- Sunday, February 24, 2019 at 9AM to the following day Monday, February 25, 2019 until 3PM
- Alleyway from Charleville Boulevard to S Rodeo Drive
- Lane use of Northbound S Rodeo Drive

The alley closure as proposed would take place from 9am on Sunday, February 24 until Monday, February 25, 2019 at 3pm. The event planner will have a traffic control company vendor place the appropriate k-rail barricades, advance warning signs and event equipment, including a red carpet, press wall, heaters and lighting with a City-approved traffic plan. In addition, the Northbound lane of S Rodeo Drive would be impacted, with access allowed for event guests only in that lane for valet and town car/limo arrivals.
The Southbound lane of S. Rodeo Drive would not be effected, nor the adjacent streets of Wilshire Boulevard, Charleville Boulevard, or El Camino Drive. Normal hotel and valet operations will continue from The Beverly Wilshire. The event will have approximately 350 invite-only attendees to the gala. The reception portion of the event will take place inside The Beverly Wilshire, with only the arrivals, red carpet and press pen outside. The Beverly Hills Police Department will staff the event, along with all other necessary personnel, for life safety and traffic control. Metro work will not be effected in any way.

Adjacent streets would be impacted for the duration of the event, however no business or private garage entrance will be closed to through traffic, and the majority of businesses will not be open for business on Sunday. Event organizers have secured 100% approval of the neighboring businesses in support of the closure for this special event for the proposed dates in written form.

Event organizers and their traffic control vendor will provide the necessary street closure and equipment, and provide for guests and speakers any and all equipment and materials, including security. They would also issue the require notifications for every business and resident within 1,000 feet of the closure, and secure the proper permits, at their expense.

City staff has reviewed the letters of support, the traffic control plan and event layout, and has found no complaints from businesses in the surrounding area.

**FISCAL IMPACT**

All expenses related to this event are the responsibility of event organizers, including, but not limited to: City permits, street closure and/or use fees, City personnel, equipment and any other associated costs related to the event.

The City's Risk Manager has also recommended General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by event organizers. This insurance requirement matches other street closure events in the City.

**RECOMMENDATION**

City Council Liaison feedback and direction is respectfully requested regarding the request to permit the event on Sunday, February 24, 2019 for street closures. Staff will move forward with permitting and logistics unless advised otherwise. If approved by the Liaisons the item will be placed on the Consent Calendar at the February 19, 2019 City Council meeting.
To Whom It May Concern,

The Beverly Wilshire approves utilizing the alleyway behind the hotel, off Rodeo Drive, for the Red Carpet arrivals of attendees for the Byron Allen Oscars Viewing Party on Sunday, Feb. 24th, 2019.

We believe this unique red carpet arrival would be beneficial for the city of Beverly Hills for the entertainment and luxury value. It would also assist the Beverly Wilshire in attracting other such events to the city.

Please do not hesitate to contact me with any questions or concerns.

Many thanks,

Mark Anderson
Catering Sales Manager
o:310-858-2377 / m:310-594-1825
Guest using existing hotel valet will walk around building to alley red carpet.

Guest entrance to event

Drop off on Rodeo for taxis, Ubers, etc.

Sidewalk - rope & stanchion or guard rail on sidewalk.
INTRODUCTION

This request for City partnership comes from non-profit Run To Remember Los Angeles, for the City of Beverly Hills participation as a partner in their half marathon and 5K/10K on Sunday, April 7, 2019.

The request includes a waiver of permit fees and permission for street closures. Run to Remember Los Angeles would like permission for full street closures for the duration of the event.

DISCUSSION

The 4th Annual Run to Remember Los Angeles aims to be the City’s second-largest race as it pays tribute to fallen first responders. Run to Remember is a 501(c)3 non-profit who organizes the race to raise funds that are donated to a variety of national and local first responder and public safety organizations.

The race does include a fundraising component. To date, Run to Remember has made significant charitable impacts exceeding $100,000 to regional local nonprofits, including organizations Beverly Hills Fire and Police Departments are involved in. In 2018, Run to Remember donated to first responder charities such as Baker to Vegas, Officer Down Memorial Page, 10K With a Cop, and Baker to Vegas that include Beverly Hills first responders.

This event would not only be representative of the City’s support for first responders but could be in line with the City’s initiative to provide a world class experience to residents and tourists alike. This would be an opportunity to present Beverly Hills at the national level as there will be first responder representatives, including chiefs, from all 50 states.

As proposed, the race is scheduled to start at the Westfield Century City mall, run through Beverly Hills including Rodeo Drive, and continue through to West Hollywood before turning
around to complete the course ending back at Westfield. The race is proposed for **Sunday, April 7, 2019** and is expected to host over 5,000 national and international participants, and over 500 local volunteers including first responders. Run to Remember Los Angeles is seeking to receive permission for full street closures for the duration of the event, as well as a waiver of the specific street closure and permit fees.

This event will require a street closure from S. Santa Monica Boulevard at Wilshire Boulevard, N. Rodeo Drive between S. Santa Monica Boulevard and Wilshire Boulevard, and S. Santa Monica Boulevard through Burton Way onto Doheny Drive. A course map is attached. Event closures are estimated to be from 5:00AM-11:30AM.

As proposed, the traffic control plan would be less impactful compared to the Los Angeles Marathon as participants would not go through any construction zones, including Metro areas.

Run to Remember has support from the Beverly Hills Chamber of Commerce, the Beverly Hills Conference & Visitors Bureau and the Rodeo Drive Committee as well as local public safety representatives from the Beverly Hills Police and Fire Departments.

**CITY PARTNERSHIP VS. CITY SPONSORSHIP**

City Partnership is considered when an outside group or organization is requesting the City's support in the form of in-kind and/or free use of facilities. Events are still independently managed by the outside group and the City is not the lead organizer, i.e. Mazon, Farhang Foundation, etc.

Requests for City Sponsorship may incorporate elements of a partnership along with the following; direct City involvement in the project through funding and personnel allocated to the project, and can also include minimal or no compensation from the outside organization or group. In many cases (not all) the City is the lead event manager for the project, i.e., Israel Independence Day, Richard M. Sherman 90th Birthday Tribute etc.

Regardless of whether it is a partnership or sponsorship, the City's practice has been to review requests from individuals, local organizations and/or groups deemed as providing programs that are considered a public benefit. This request for City partnership includes waivers of permit and street closure fees.

**FISCAL IMPACT**

All City permits and fees and any associated costs have typically been the responsibility of the individual event organizers and in addition includes full cost recovery for personnel costs, equipment, signage, etc. Run to Remember confirms they will pay for all of the personnel costs associated with the event. However, they are seeking to waive all permit fees, including special event and street closure costs, for a total reduction of $28,236.00 as in-kind support to the nonprofit.
### Fees and Proposed Waivers:

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<th>Fee Estimate</th>
<th>Proposed Waiver</th>
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*All personnel hours are estimated based on a 5am-12pm closure in Beverly Hills, plus representatives at a Unified Command under LAPD at Westfield Century City*

The City’s Risk Manager has also recommended General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by Run to Remember. This insurance requirement matches other street closure races in the City.

**RECOMMENDATION**

City Council Liaison feedback and direction is respectfully requested regarding the request to permit Run to Remember Los Angeles on Sunday, April 7, 2019 for full street closures, and to waive a total of $26,486.00 in permit fees, with all personnel costs at the responsibility of event organizers.
Run To Remember Los Angeles Event Overview
April 7th, 2019

1. **Type and name of organization hosting the event**
   Run To Remember Los Angeles, non-profit organization.

2. **Type of event**
   Half-marathon, 10k & 5k race.

1. **Include draft program schedule**
   See attached proposal
2 Note: if this event is a fundraiser please include non-profit beneficiary

- Sheriff’s Relief Association
- Law Enforcement Torch Run
- Los Angeles Police Emerald Society
- Officer Down memorial page
- Operation Progress
- 4wrdProgress
- Santa Monica Fire Foundation
- L.A. City Fire Foundation
- L.A. County Fire Foundation
- Peace Officer memorial Group
- Letters to Santa Charity
- Pomona Police Officers Association
- Covina Police Department
- Los Angeles Police Department Metro
- Los Angeles SWAT

3 Dates and hours for the event

April 7th, 2019

4 Location of the event

Westfield Century City Mall (start & finish)

5 Total overall budget (funding & expenses) associated with the event

$400,000

6 Letter of support from the local Beverly Hills community and/or groups (3-5 letters)

Pending

7 Expected number of attendees

5000 participants, 500 volunteers
8 Target demographic for event

All inclusive, runners, Police Officers, Firefighters, their families and kids.

9 Explain the public benefit of the event (Must meet one or more of the following criteria):

1) Boosts tourism by attracting residents and visitors the City

We have 500 +runners from outside Los Angeles County and hundreds from almost every State in the Union and outside the United States.

2) Provides an opportunity for community engagement

We offer an opportunity for runners to fundraise for a local or national charity of their choice.

Run To Remember Los Angeles is the second largest run in the United States to honor Fallen First Responders, over 2600 Police Officers and Firefighters from 167 agencies worldwide participate yearly.

We provide a unique opportunity for residents to run alongside hundreds of uniform officers, firefighters, or walk alongside 70% of the Command Staff of the nations largest law enforcement agencies.

3) Contributes positively to the recognition and image of the City

Beverly Hills would have an opportunity to highlight the glitz and glamour of Rodeo and honor the sacrifices of our Fallen First Responders Drive by promoting your Police Departments equipment and personnel, whether by static display in the way of a gauntlet of Beverly Hills police vehicles and officers cheering runners on.

In 2019 our aim is to have one Captain, Commander or Chief from every Law Enforcement Agency in Los Angeles, and beyond marching in solidarity in full uniform.

LAPD Deputy Chief Green has taken lead on outreach and inclusion to include Beverly Hills Police Department.
10 Name notable attendees connected to the event; board of directors, etc.

Past VIP Attendees/Participants;

- Mayor Eric Garcetti
- Chief Beck (LAPD)
- Chief Terrazas (LAFD)
- Chief Richardson (LACFD)
- Chief Osby (LACFD)
- Chief Mackey (LACFD)
- Sheriff McDonnell (LA Sheriff’s Dept)
- Chief Asmus (LA Sheriff’s Dept)
- Councilman David Ryu
- Councilman Mitch Englander
- Councilman Paul Koretz
- Councilman Mitch O Farrell
- Kevin James President, Board of Public Works
- Steve Robinson - Reimagine
- Janet Crown – Burn 60
- Mario Lopez – Celebrity Emcee
- Tammin Sursok - Actress and singer
- Over (75) Commanders, Deputy Chiefs & Chiefs from LASD, LAPD, Hawthorne & El Monte Police Departments.

Run To Remember Los Angeles Board Of Directors:

Janet Crown, Founder & Owner, Burn 60 ® Fitness Studios, Los Angeles.
Prior to founding Burn 60® in 2005, Ms. Crown moved to Los Angeles in 1994 to join Creative Artists Agency (CAA) and then Focus Media.
Crown is involved in several leading non-profit organizations including: The Painted Turtle Camp, Operation Progress LA, CHLA (Children Hospital Los Angeles), Watts Bears and Every Child Foundation. She is a board member of LACMA (Los Angeles County Museum of Art), Lollipop Theater Network, National Co-Chair of We Charity and Trustee at her alma mater Denison University. Ms. Crown also founded the US Triathlon Team for the Maccabiah Games in Israel.
Born and raised in Chicago, Illinois, Ms. Crown graduated from Denison University with a B.A. and received M.S. from Northwestern University's Medill School of Journalism. She resides in Los Angeles with her husband, Steve Robinson, and their combined five children. She recently released “Where Do the Animals Go When It Rains?” her first title in a series of children’s books.
Steve Robinson has more than 35 years of experience in multiple industries. He has been an integral participant in more than 50 operational transformation efforts in the manufacturing, retail, hospitality, distribution, telecommunications, food service, day care, ready mix, and computer industries. He has successfully led the transition of more than 30 troubled companies and has served as Interim CEO/COO for numerous companies undergoing transitions. He has also functioned in an advisory capacity on behalf of executive management, secured lenders, unsecured creditors, and white knight companies in both out-of-court workouts, Chapter 11 reorganizations, orderly liquidations, and recapitalizations.

Mr. Robinson is a LEAN certified specialist, Certified Six Sigma Black Belt, Certified Project Manager and Certified Toyota Production System (TPS) Practitioner. He is an active member of the Young Presidents' Gold Organization. Mr. Robinson currently sits on the following boards: The Simon Wiesenthal Center, The Crown Center for Middle East Studies at Brandies, Cedars Sinai Board of Governors, Operation Progress, Jewish Graduate Student Initiative, Los Angeles County Sheriff’s Foundation, Redondo Beach Police Foundation, Prager University, Community Safety Services, Children’s Hospital of Los Angeles Advisory, Crown Family Philanthropies, The Watts Bears and Pillars for Life. Mr. Robinson is also a Reserve Police Officer for the Los Angeles Police Department and The Hawthorne Police Department.

With his wife Janet Crown they have five children, ages 13, 17, 19, 24 and 26

TODD LIEBERMAN (Producer) is a co-owner of Mandeville Films and Television. He is one of the leading producers in the entertainment industry today. His Disney-based company, Mandeville Films, is among the most profitable and respected production labels in the entertainment industry.

Lieberman’s most recent movie is “Wonder,” which was based on R.J. Palacio’s bestselling YA novel, directed by Stephen Chbosky, starring Julia Roberts, Jason Tremblay and Owen Wilson. It has grossed over $150 million worldwide. In 2017, he also produced the critically-acclaimed “Stronger”, the inspirational story of Boston marathon survivor Jeff Bauman, directed by David Gordon Green, starring Jake Gyllenhaal, Tatiana Maslany, Miranda Richardson and Clancy Brown. He also produced Disney’s live-action retelling of “Beauty and the Beast,” starring Emma Watson as Belle and Dan Stevens as The Beast. The critically-hailed film, directed by Bill Condon, has broken box office records worldwide and has become the highest grossing PG-rated film in North America of all time and also stars Emma Thompson, Kevin Kline, Josh Gad, Luke Evans, Gugu Mbatha-Raw, Ian McKellan, Ewan McGregor, and Audra MacDonald.

Mandeville is currently in post-production on “Extinction,” a sci-fi thriller starring Michael Pena and Lizzy Caplan, directed by Ben Young, to be released by Universal Pictures.

Since its founding in 1995, Mandeville Films has produced feature films that have grossed more than $2.5 billion in domestic box-office receipts and their slate includes a
wide variety of genres, anchored by character-driven stories with universal, often uplifting themes.

Notable films include the critically hailed Academy Award©-nominated feature “The Fighter,” starring Mark Wahlberg, Christian Bale, Melissa Leo and Amy Adams, and directed by David O. Russell. Produced for $25 million, the film went on to gross almost $130 million worldwide and earned a host of awards, including an Academy Award© nomination for Best Picture and Best Supporting Actor and Actress Awards for Bale and Leo.

Under the Mandeville banner, Lieberman also produced “The Muppets,” starring Jason Segel, Amy Adams and Walter, the newest Muppet. Directed by James Bobin, written by Segel and Nick Stoller, “The Muppets” was one of the best-reviewed films of 2011 and earned the Academy Award© for Best Song. Mandeville also produced the next “Muppet” installment, “Muppets Most Wanted.” Lieberman also produced “Warm Bodies,” the genre-bending “zombie romance” based on Isaac Marion’s novel, starring Nicholas Hoult, John Malkovich and Teresa Palmer, written and directed by Jonathan Levine, for Summit/Lionsgate. Mandeville executive produced “Insurgent” and “Allegiant,” part of the “Divergent” movie series.

Mandeville enjoys a first look deal with Disney, which has been the company’s home for over 20 years.

Under the Disney banner, Mandeville produced a string of hits, including the romantic comedy “The Proposal,” starring Sandra Bullock and Ryan Reynolds. “The Proposal” became the highest grossing romantic comedy of 2009, earning over $317 million worldwide. It was the People’s Choice award winner for Best Comedy of the year and Mandeville crossed the billion dollar mark in terms of boxoffice revenue with “The Proposal.”

Prior to joining Mandeville, Lieberman acted as senior vice president for international finance and production company Hyde Park Entertainment, which produced and co-financed such films as “Anti-Trust,” “Bandits,” and “Moonlight Mile.” Lieberman established himself at international sales and distribution giant Summit Entertainment, where he moved quickly up the ranks after pushing indie sensation “Memento” into production and acquiring the Universal box-office smash “American Pie.”

In 2001, Lieberman was named one of the “35 under 35” people to watch in the business by The Hollywood Reporter, which also ranked Lieberman and Hoberman among the 30 most powerful producers in Hollywood. He holds a B.A. from the University of Pennsylvania. Lieberman is a member of the Motion Picture Academy of Arts and Sciences and a judge for the Academy’s Nicholl Fellowship in Screenwriting. He is also a member of the Television Academy and a Producer’s Guild mentor, as well as an active member of the Los Angeles chapter of the Young Presidents’ Organization.

Prior to the completion of an event application, we ask that a written proposal include the following:
Matthew Krieger was born and raised in Los Angeles. He graduated from the University of La Verne, College of Law with Honors in 1995, after attending the University of California at Los Angeles (UCLA) where he studied Political Science. Over the past 20 years, Matt has been involved in numerous business ventures, including: (i) founding and operating multiple 24 hour advanced veterinary specialty and critical care facilities in the Los Angeles and Orange County area; (ii) real estate development of commercial properties in the San Fernando and San Gabriel Valleys, City of West Hollywood and Orange County areas; and (iii) investing in early stage technology companies. For the past 15 years, Matt has served as a Reserve Police Officer (Currently Level 1 / 24 Hour Authority) for the Los Angeles Police Department working patrol at the 77th Street Division. In addition, Matt has been assigned to the Metropolitan Division K9 Platoon, has taught as an instructor at the LAPD / West Point Leadership Program and assisted with numerous administrative projects for command staff. Matt currently serves on the Board of Directors of the LAPD 77th Street Charitable Foundation, the Los Angeles Police Federal Credit Union and is an Ambassador for Children’s Hospital Los Angeles. From 2009 to 2014 Matt served as a Trustee of the Greater Los Angeles Zoo Association / Los Angeles Zoo. He is currently a member of the San Gabriel Valley Chapter of the Young Presidents Organization. Matt is the proud husband to his wife of 15 years, Lauren and father to their three wonderful children!

Officer Jonny Coughlin was born and raised in Boston, Massachusetts. In 1992, he began his career in law enforcement while working for Boston’s Department of Corrections in their Youth Services division. Always interested in fighting against street gangs, Jonny moved to Los Angeles and signed on with the Los Angeles Police Department in 1995. In 2000, Coughlin and his father founded Operation Progress, a nonprofit that empowers underserved youth to become educated, capable, ethical and productive people who will, in turn lead, mentor and contribute to society at large. Coughlin was on the forefront of helping to bring a Run to Remember Boston to Los Angeles along with founder, Cecil Jones and race director, Steve Balfour, as a way to honor all fallen law enforcement officers and first responders.

11 Describe whether this event will be public and/or ticketed or invitation/private

Open to the public, however a runner must purchase a ticket. Kids fun run is free.

12 Describe how publicity/marketing will be managed

Social media, e-mail and onsite marketing at Westfield Century City Mall.
13 Permits requested for the event

Any and all permits associated with hosting an event of this manner within the City of Beverly Hills.

1 If a street closure is required, provide associated schematics

See attached proposal for map.

14 Impact to the City as it relates to traffic, noise, and parking

Minor impact due to time and duration of the run, which occurs early on a Sunday with street closures ending by the time stores one for business.

15 City request as it relates to in-kind services, funding, additional city space and/or production of the event

Run To Remember Los Angeles would ask the Police Department to cover any cost associated with a static display of equipment and/or personnel their agency deemed necessary.
In its fourth year, Run To Remember Los Angeles aims to be the city’s second largest race. Inspired by its sister race in Boston, Run To Remember Los Angeles pays tribute to fallen first responders who have made the ultimate sacrifice.

Run To Remember honors the past by raising funds to serve families of those who have fallen. It honors the future by raising funds to enable first responders to best serve their citizens and communities. By directing funds to its partner charities, the race supports a variety of community programs such as police mentorships, education and scholarships for youth, equipment for local police and fire departments, at-risk-youth programs and veteran support.
Your donations and commitment to honoring first responders go to work in many ways. From new equipment for police, sheriff and fire departments, to concrete financial help for local and national organizations supporting underserved communities, school programs and direct donations to families of fallen first responders. We are proud and honored to help these partners thrive and support their community.
EVENT OVERVIEW

- **Date:** Sunday, April 7, 2019
- **Distances:** Half Marathon (13.1mi), 5k and 10k
- **5000 participants**
- **500 volunteers**
- **Start Time:** Tentative 7:00am
- **Start Line Location:** Westfield Century City Mall
  (Santa Monica blvd Between Ave of the Stars & Century Park W)
- **Finish Line Location:** Westfield Century City Mall
  (Ave of the Stars between Santa Monica Blvd & Constellation Blvd)
Sunday, April 7, 2019 | COURSE
Approx. Closure Times
5:00am - 11:00am
COMMUNITY OUTREACH

November 2018

- City Council Outreach - Preliminary Conversations/Meetings regarding race (date, time, course review) to impacted and neighboring district office’s
- Course site visit - Walk/drive entire course to determine any new priority businesses, hotels, residential buildings, churches, etc.

December 2018

- Email - Begin “Save the Date” email communication to Priority List (List includes but is not limited to: High priority businesses, hotels, residential buildings, city liaisons, neighborhood councils, BID’s, associations, parking lots, and churches) - ongoing through February/March.
- Website updated with 2019 course map and detailed road closure information

January - March 2019

- Revisit areas where special vehicle access is required and begin communication to those buildings
- Access passes - Distribute access passes or notices to impacted buildings that require a) map showing in/out access lanes via water filled barricade or b) provide simple alternate directions and reroutes
- Direct Mailer with course map and road closure schedule mailed via USPS to impacted and neighboring communities (approx. 40,000 - delivered 30 days from race date)
- Attend any applicable neighborhood council, community organization/groups meetings
- Email – Final Race Reminder sent to Priority List

Race Week (April 1st – 7th, 2019)

- Customer Service – Continue to monitor and respond to any email/phone calls from the community with questions, comments, alternate access issues or concerns.
- Advance Notification Signage and Message Boards placed strategically along the course route
- “No Parking” signs will be distributed along the course where needed and suggested by Department of Transportation
- Event day private security provided to assist at intersections where additional parking/special access has been provided
COMMUNITY OUTREACH

Approx. 40,000 Road Closure Flyers mailed to residents and local businesses.
Jive Live Entertainment has managed all race logistics for Run to Remember for the past 3 years.

Jive Live Entertainment is an event production and creative agency that thrives on staying fresh, and enhancing creativity through strategic and innovative collaborations. With long-standing relationships at every level of the industry, and a history of co-creating new ideas and revitalizing existing projects, Jive Live Entertainment helps its partners create memorable consumer experiences while maintaining fiscal responsibility.

Since its inception in 2009, Jive Live Entertainment has taken great pride in managing high-profile live events and brand programs for clients such as Red Bull North America, Major League Baseball, Los Angeles Dodgers, Los Angeles Dodgers Foundation, Hard Rock Cafe, Golden Road Brewing, Los Angeles Clippers, and IRONMAN. Such events paired with a passion for community togetherness and giving back, have assisted our company in raising funds for local charities including A Place Called Home and My Friend’s Place.
RACE MANAGEMENT: RESUME

NIKE CHOOSE GO 10K

Nike is challenging 10,000 athletes to choose running over driving with an epic takeover of SR 90 Marina Freeway. The last time this freeway was shut down for a running event was in the 1984 LA Olympic Games when Nike Athlete Joan Benoit won gold.

Less barriers, MORE GO

LOS ANGELES DODGERS FOUNDATION 5K/10K

5th annual Biofreeze Los Angeles Dodgers Foundation 5K & 10K and Kids Fun Run Presented by LADWP with 11,000 runners! Complete with amazing views of Dodger Stadium and Downtown Los Angeles, a scenic run through Elysian Park for our 10K runners, cool-down run around the Dodger Stadium warning track and guest appearances by Dodger Legends!

ROCK ‘N’ ROLL MARATHON SERIES (LOS ANGELES)

For over 20 years, the Rock ‘n’ Roll Marathon Series has made running fun by infusing each course with live bands, cheer teams and more. In 2018, we have reset our focus to deliver best-in-class running events, where music is core and our community encourages participants to feel like they are something bigger than themselves. We promise to bring more music, better runner support, improved technology, and more community engagement to every event, every step of the way.

ADDITIONAL REFERENCES AVAILABLE UPON REQUEST

WWW.JIVE-LIVE.COM
THANK YOU
COMMUNITY RELATIONS TIMELINE

December 2018 - January 2019

* Course site visit - Walk/drive new course to determine priority businesses, hotels, residential buildings, churches, etc.
* City Agency Outreach - Preliminary conversations/meetings regarding new course (date, time, course review) to impacted cities (Century City, Beverly Hills, West Hollywood, Los Angeles) and neighboring district office’s (CD4, Councilmember David Ryu and CD5, Councilmember Paul Koretz)
* Coordinate with affected Council Districts to ensure all community and business groups are on the priority list for future outreach.
* Determine where special access is required and begin creating special access maps.

February 2019

* Phone Calls & Emails (Upon approval of final course) - Begin “Save the Date” personal phone calls and email communication to Priority List (List includes but not limited to:
- Priority businesses, hotels, residential buildings, city liaisons, neighborhood councils, BID’s, associations, parking lots, and churches.) - ongoing through February/March.
* Website (Upon approval of final course) - Website updated with new 2019 course map and detailed road closure information.

March 2019

* Email – Send “Reminder” email to Priority List.
* Access Maps – Distribute access passes or notices to impacted buildings that require alternate access. Provide a) map showing in/out access lanes via water filled barricade or b) provide simple alternate directions and reroutes.
* Direct Mailers – Direct Mailer with event info, course map and road closure schedule mailed via USPS to impacted and neighboring communities (approx. 30,000 - delivered 30 days from race date).
* Attend any applicable neighborhood council, community organization/groups meetings.
* Email – Send “Reminder” email to Priority List.

Race Week (April 2nd – 7th, 2019)

* Customer Service – Continue to monitor and respond to any emails/phone calls from the community with questions, comments, alternate access issues or concerns.
* Email – Send “Final Reminder” email to Priority List.
* Advance Notification – A Frame Signage and Changeable Message Boards placed strategically along the course route one week prior to race day.
  **No Parking** signs will be distributed along the course where needed and suggested by LADOT.
* Event day private security provided to assist at intersections where additional parking/special access has been provided.
OUTREACH & NOTIFICATION

Approx. 40,000 Road Closure DIRECT MAILER Flyers mailed to residents and local businesses via USPS.

*Sample direct mailer flyer from 2018.
Location: The Peninsula Hotel
9882 S. Santa Monica Blvd, Beverly Hills
Contact: Ashley Sanchez 818-633-3592
Event Date: Sunday 4/7/19
Deliver Barricades: Friday 4/6/19
Install Barricades: Sunday 4/7/19
Pick Up Barricades: Monday 4/8/19
Place secondary sign at Brighton Way to access alleyway. Sign should read:
(Access to Luxe Rodeo Hotel w/ arrow)

Place sign at Beverly & Dayton facing S/B. Visible for vehicles traveling N/B. Sign should read:
(Access to Luxe Rodeo Hotel w/ arrow)
December 12, 2018

To Whom It May Concern,

In establishing where to set up RealD’s headquarters in 2004, I specifically sought out Beverly Hills. Besides the prestige that comes along with the address, I was drawn to Beverly Hills because of the city’s dedication to community.

RealD is a supporter of the charity race Run To Remember. We support this organization because of the work they do with and on behalf of the families of fallen first responders. I’ve heard that the race organizers are looking to update the race route this year to include a portion of Beverly Hills. Run to Remember’s mission and impact are in alignment with the values embodied by the city. This is the type of event I believe Beverly Hills would be proud to associate with.

The event takes place on Sunday April 8, 2018 and ends around 11:30 am. It has been my experience that the race footprint causes minimal disruption for area businesses and residents.

I hope I can count on Beverly Hills to support this worthwhile venture.

Sincerely,

Michael V. Lewis
Founder & CEO
12/13/18

To Whom it May Concern,

I have been a resident of Beverly Hills since 1994. My office is also located in Beverly Hills. I am the owner of Burn 60 Studios - a boutique fitness studio entering our 15th year of business.

I have been a participant in Run to Remember for the last 3 years. The race pays tribute to 1st Responders and their families who have made the ultimate sacrifice. I learned that the race is possibly moving to a portion of Beverly Hills on Sunday April 8, 2019 from at 7:30a to 11:30a. My staff, who also participate in the race, and I are in full support of this race. Run to Remember is the most inspirational and heartfelt experience for both the runners, by-standers and supporters. It connects and reminds the public of the self-less commitment and importance of first responders. This race commemorates and acknowledges those who risk their lives to keep us safe. My family and I support many first responder and military causes as we feel they are the everyday heroes in our lives.

I am hopeful that the City of Beverly Hills will be proud to support Run to Remember through the celebrated streets of our city.

Sincerely,

Janet Crown
CEO/Founder Burn 60 Studios

345 N. Maple Drive
Suite 206
Beverly Hills, CA 90210
To whom it may concern,

I was a resident of BH from 2000 - 2007 and I have had a business in the city for some time. I have learned of a race being proposed to take part in a portion of BH called Run to Remember. The date is Sunday April 7, 2019. I understand it is to begin at 7:30 and conclude by 11:30.

I am also a reserve police officer for both Hawthorne PD and Los Angeles PD. My wife and I support many first responder and military causes as we feel they are the everyday heroes in our lives.

This is a good race for a tremendous cause. Part of the success is the unique route it will take, part of that being through the iconic city of BH.

Please support our first responders by supporting the race.

Sincerely,

Steve Robinson