



**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 OF BEVERLY HILLS
455 N. Rexford Drive
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/MyCommittee
Meeting ID: 516 191 2424
Passcode: 90210**

**You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)**

**One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)**

**Thursday, December 7, 2023
4:00 PM**

***Please be advised that pre-entry metal detector screening requirements are now in place
in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this
meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35
on Spectrum Cable, and can participate in the teleconference/video conference by using the link
above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also
be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council
Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison
meetings will be in-person at City Hall.*

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) Street and Sidewalk Closures Associated with the Golden Globe Awards Ceremony
Scheduled for Sunday, January 7, 2024

3) Adjournment



Huma Ahmed
City Clerk

Posted: December 1, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: December 7, 2023

SUBJECT: Street and Sidewalk Closures Associated with the Golden Globe Awards Ceremony Scheduled for Sunday, January 7, 2024.

ATTACHMENTS:

1. Golden Globe Awards Proposal from Dick Clark Productions and the Beverly Hilton Hotel
2. Letters of Support from Dick Clark Productions and Golden Globe Awards
3. Map of Proposed Traffic Closure

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive/Special Events /Holiday Program Committee (Liaisons) are requested to review a request from Dick Clark Productions and the Beverly Hilton Hotel for approval of street and sidewalk closures associated with the Golden Globe Awards Ceremony scheduled for Sunday, January 7, 2024. City staff will administratively approve structural and traffic control plans, issue permits, and continue to work with Dick Clark Productions and the Beverly Hilton Hotel to coordinate logistical details for this event. A special event permit is required per Beverly Hills Municipal Code: Section 4-8-1.

If Liaisons approve, staff will take this item to a formal Council meeting on December 11, 2023 for full approval.

DISCUSSION

The 81st Golden Globe Awards ceremony held at the Beverly Hilton Hotel is scheduled for Sunday, January 7, 2024. The yearly event has been held at the Beverly Hilton Hotel since 1974. The event is attended by celebrities, media and other high profile guests as well as thousands of others requiring street and sidewalk closures to maintain safety and security for all. The awards ceremony will air live on a local television network but viewing audience will expand internationally.

City Departments will continue to work with Golden Globe representatives along with various other organizations such as the Los Angeles Police Department, Los Angeles Department of Transportation, Dick Clark Productions, Beverly Hilton Hotel and Traffic Control Company to establish security measures and traffic control plans to ensure the safety of all in attendance and mitigate any potential impacts closures may have.

Similar to previous years, the Beverly Hilton Hotel and Waldorf Astoria Hotel may host after parties hosted by various studio and entertainment companies immediately following the awards

program. The Golden Globe Awards show keeps in line with the City's goal to support tourism, local businesses, and bring culture into the City with this star-studded esteemed event.

For over 80 years, the Golden Globe Awards has honored the achievements of those in both motion pictures and television. The Beverly Hilton Hotel will once again host the show, setting the stage for a night full of glitz and glamour in our City. The Golden Globe Awards show has support from executives at Dick Clark Productions and the Golden Globe Awards (attachment 2) hoping to continue the legacy and collaboration with the city and local businesses. The event draws guests to enjoy shopping, dining and entertainment which directly benefits local businesses.

PROPOSED ROUTE AND SCHEDULE

Lane and full-street closures are requested for approval to form a safe and secure venue during setup, the show itself, and tear down. On the day of the event, approximately 200 limousines and 250 personal vehicles will arrive at the Beverly Hilton Hotel between 2:00 PM and 5:00 PM. Traffic control personnel will monitor parking and traffic activity in the area and officers will manage a full deployment of BHPD with additional support from Los Angeles County, Los Angeles City and Federal law enforcement agencies, and private security.

The following street closures requested for 2024 are similar to previous shows held on Sunday with the exception of the 2023 event which was held on Tuesday, January 10, 2023:

North Santa Monica Boulevard:

- Westbound: Curb lane closure, west of Wilshire, beginning at 6:00 AM on Tuesday, January 2 through 4:00 AM on Monday, January 8 as well as sidewalk closure directly adjacent to the hotel.
- Westbound: Complete sidewalk and street closure from Wilshire to Century Park East, from 9:00 PM on Friday, January 5 through 4:00 AM on Monday, January 8.
- Eastbound: Complete sidewalk and street closure from Century Park East to Wilshire from 2:00 PM on Saturday, January 6, through 4:00 AM on Monday, January 8.

Wilshire Boulevard

- Eastbound: Curb lane closure, east of Whittier, beginning at 6:00 AM on Tuesday, January 2 through 4:00 AM on Monday, January 8.
- Eastbound/Westbound: Lane reduction begins 9:00 PM on Saturday, January 6. All but the two northern-most westbound lanes are closed to traffic (with exceptions noted below) from Comstock to South Santa Monica, from 9:00 PM on Saturday, January 6 until 4:00 AM on Monday, January 8. The two remaining westbound lanes remain open to through traffic until 6:00 AM on Sunday, January 7, the curb lane remaining Westbound and the 2nd lane counter flowed to accommodate Eastbound traffic. At 6:00 AM on Sunday, January 7, those two lanes close to all traffic until 4:00 AM on Monday, January 8, leaving all of Wilshire between Comstock and South Santa Monica closed.
- Eastbound: Limited closure at Beverly Glen Blvd. (Los Angeles) with local access only to residents in the 10200 – 10300 blocks of Wilshire and Los Angeles Country Club visitors from 9:00 PM on Saturday, January 6 until 4:00 AM on Monday, January 8. Wilshire and adjacent sidewalks will be completely closed to all other through-traffic between the Country Club and South Santa Monica Blvd. Alternate routes: S. Santa Monica Blvd., Sunset Blvd., Olympic Blvd.

Whittier Drive

- Northbound/Southbound: Limited closure from Wilshire to Elevado with local access to residents only from 6:00 AM on Sunday, January 7 through 4:00 AM on Monday, January 8.

Greenway Drive

- Northbound/Southbound: Limited closure at Sunset with local access to residents only at 6:00 AM on Sunday, January 7 through 4:00 AM on Monday, January 8.

Trenton Drive (including adjacent alleyway)

- Northbound/Southbound: Limited closure from Wilshire to Whittier with local access to residents only from 6:00 AM on Sunday, January 7 through 4:00 AM on Monday, January 8.

Carmelita, Elevado and Lomitas Avenues:

- Eastbound/Westbound: Limited closure at Walden with local access to residents only from 6:00 AM on Sunday, January 7 through 4:00 AM on Monday, January 8. Alternate routes: All north/south streets east of Bedford Dr. to remain open.

EVENT NOTIFICATIONS, MARKETING, AND PARTNER SUPPORT

Notifications will be a team effort between the City and Dick Clark Productions and Beverly Hilton Hotel. Event producers will send out Letters of Notification to all businesses and residents affected by the large scale event closures. Event producers will work with Public Works Transportation Division to notify Metro Busses and Tour Busses to coordinate alternate routes.

The City will send out Nixle alerts, Citywide Announcements, post on all social media platforms and will place ads in local papers notifying the Beverly Hills community of street and sidewalk closures as well as maintain an event webpage providing the public with the most up to date information and man a hotline number. Traffic Control Officers will also have postcards with them at different posts to pass out to anyone needing specific information of closures and provide walkers and drivers with alternate routes.

FISCAL IMPACT

All expenses related to the event are the responsibility of the Golden Globes team, including, but not limited to: City permits, street closure and/or use fees, City personnel, and equipment, broadcast of the awards program, event fees and any other associated costs related to the event. Dick Clark Productions and the Beverly Hilton Hotel will be responsible for all City costs and should be paid in full prior to event date. No fee waivers have been requested and all fees will be charged based on the current fiscal year 2023/24 fee schedule.

All individual after-parties will be billed for personnel dedicated solely to each respective event through separate permits.

The City's Risk Manager recommends General Liability Insurance in the amount of no less than \$2 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured as a requirement to be provided by Dick Clark Productions and the Beverly Hilton Hotel.

RECOMMENDATION

Staff requests direction from City Council Liaisons regarding approval of street and sidewalk closures as well as all relating to both the special event permit and film permit for the 81st Golden Globe Awards show to be held on Sunday, January 7, 2024.

If approved, City staff will bring the proposal to full City Council for approval at the December 11, 2023 meeting.

Attachment 1

GOLDEN GLOBE AWARDS®

*The City of Beverly Hills
The Honorable Mayor
and City Council Members*



A woman with dark hair, wearing a red dress, is looking down. Golden confetti is falling around her. The background is dark with some light bokeh.

THE 81st GOLDEN GLOBE AWARDS

Sunday, January 7, 2024

For over **80 years**, the Golden Globe Awards has honored achievements in both **motion picture** and **television** and has been viewed in more than **200 countries and territories** worldwide. The live ceremony kicks off awards season by recognizing excellence in the arts, both **behind** and **in front of** the camera.



AUDIENCE HIGHLIGHTS

- **178+ Million** Engagements
Across TV, social & digital, up 88% from 2021
- Our viewing audience is extremely upscale: very **high income, highly educated**, living in **A counties** and **top 10** markets geographically

Source: NBC & Nielsen

THE HOST WITH THE MOST

Since 1974, The Beverly Hilton has hosted the Golden Globe Awards, setting the stage for a night full of **glitz** and **glamour** in the heart of the entertainment industry.

Known to those around the world as the home of the stars, Beverly Hills is the most **natural** and **authentic** location for a prestigious event like the Golden Globes.

Let's continue the **legacy** and **collaborate** in 2024 to once again host a successful, safe event that is mutually beneficial. >>>



FUELING THE ECONOMY

\$82 Million in direct economic impact | **\$4 Million** in indirect economic impact

Adjusted for inflation based on last known figures (2008)



**BRINGS IN THE
ENTERTAINMENT
INDUSTRY**



**FILLS LOCAL
RESTAURANTS
& HOTELS**



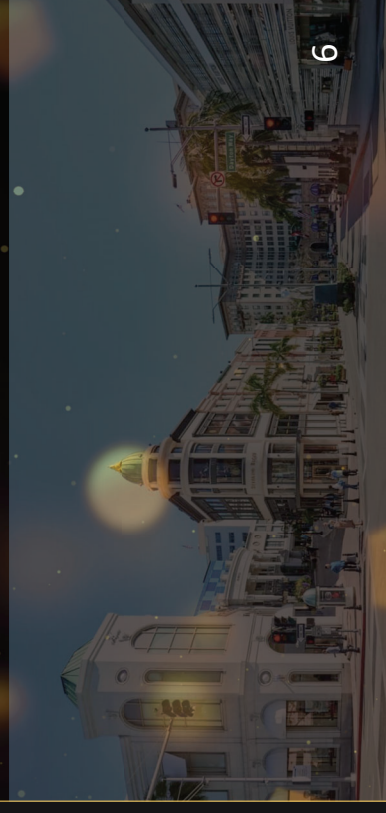
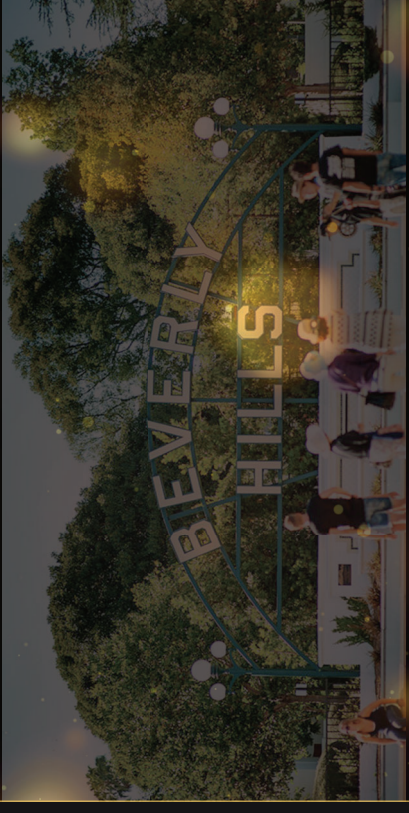
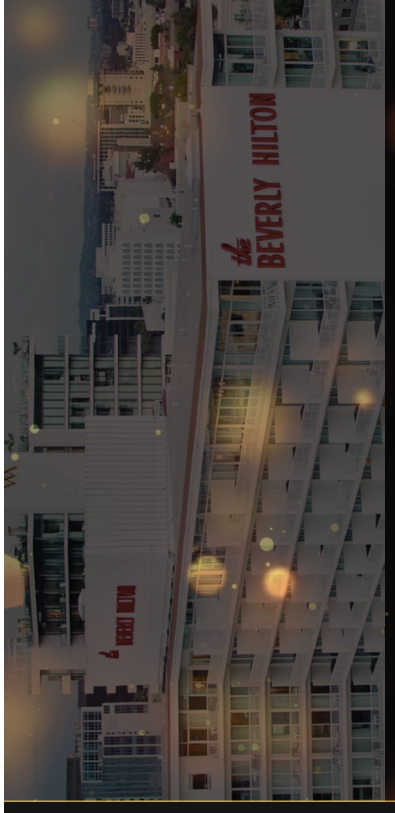
CREATES JOBS

The Beverly Hilton will employ over 11 chefs, 120 culinary staff, 50 bartenders, 160 stewards, and 250 servers just to service the show, press and after-parties

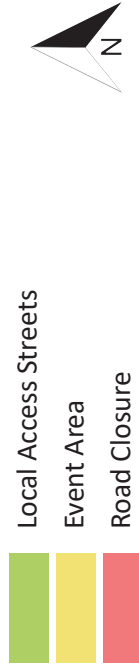
ALL EYES ON BEVERLY HILLS

Historically, The Beverly Hilton has received **strategic exposure** (via aerial shots) during the Golden Globes broadcast, as well as promotion leading up to, during and following the show.

This alignment with the esteemed event shines a spotlight on Beverly Hills and further positions the city as the ultimate destination for **star-studded, safe, luxurious** experiences.



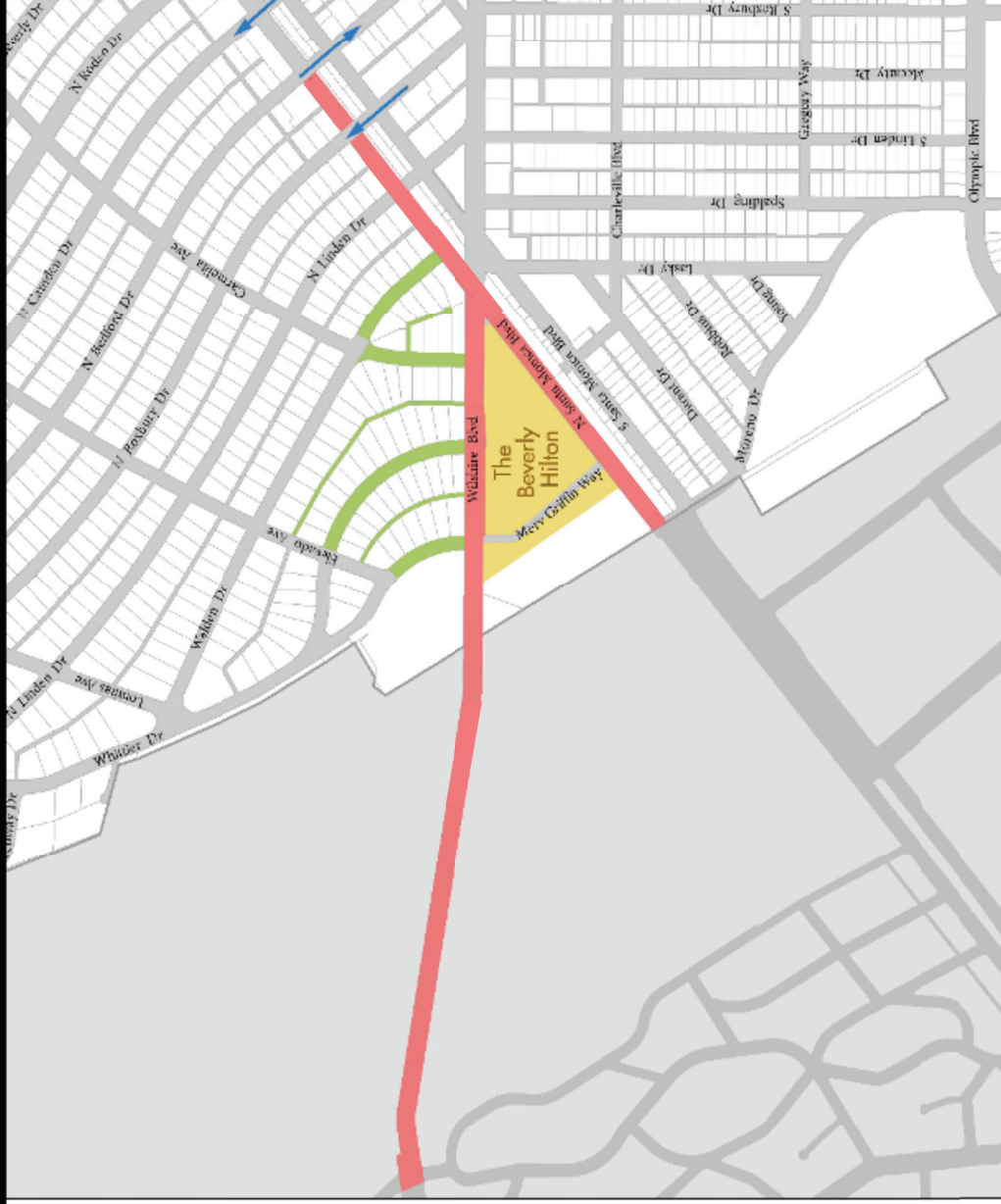
2024 Golden Globes - Proposed Road Closures Sunday, Jan 7, 2024



- Wilshire closed from Comstock to South Santa Monica Blvd
- North Santa Monica Blvd closed from west city limits to Bedford
- Streets north of Hilton closed, but still accessible to residents
- Blue arrows indicate streets that will remain open for business district access



Created by CBH IT, 5/4/2020
This product has been provided by the City of Beverly Hills for the sole purpose of geographic reference. No warranty is made by the City of Beverly Hills regarding specific accuracy or completeness.



THANK YOU

Attachment 2

October 10, 2023



Dick Clark Productions
100 N. Crescent Dr.
Beverly Hills, CA 90210

To Whom It May Concern:

On behalf of Dick Clark Productions, we are excited for the opportunity to return to Beverly Hills and the Beverly Hilton Hotel for the 81st anniversary of the Golden Globe Awards. Dick Clark Productions has produced the show since 1983, and Dick himself knew, and understood the value of holding such a prestigious event in California's most prestigious city. Beverly Hills has always been the home to Hollywood's biggest stars. It's where they love to live, shop, eat and play, and it's the perfect locale to host Hollywood's party of the year.

To add to the hometown feeling, our company is now located at Wilshire and Crescent and we look forward to bringing our hundreds of production personnel back to the neighborhood for this year's show. We are also acutely aware of the business that the show brings to the various workers, restaurants and businesses during our intense production period.

We all know that this year has been difficult for the entertainment world, but as strikes come to an end, what better way to celebrate everyone's return to work than at the industry's favorite hotel. After taking a year off ourselves in 2022, we returned to Beverly Hills for our 2023 show, and immediately discovered Dick Clark was right again. It was like coming home.

Looking forward to producing another history making event.

Sincerely,

Barry Adelman
Executive Vice President, Television
Dick Clark Productions



October 10, 2023

Re: Letter of Support for the 81st Annual Golden Globes Event for The Beverly Hilton

To Whom It May Concern:

Since 1974, the Golden Globe Awards® have been held at the Beverly Hilton Hotel and have consistently brought Beverly Hills directly to a global audience. On Sunday, January 7, 2024, the historic 81st Annual Golden Globe Awards will be held live and once again put Beverly Hills on a pedestal in front of the world.

The Globes will once again draw celebrities, hundreds of members of the press and members of the entertainment community to celebrate the best in film and television. Not only does this large and influential group gather at the Beverly Hilton, but the economic impact of the awards has an immediate and lasting impact on the area economy.

Adjusted for inflation, the Los Angeles County Economic Development Corporation estimated the direct economic impact of the Globes ceremony to be \$82.5 million with an additional indirect benefit to car services, caterers, wait staff and other service employees earning an estimated \$4.1 million.

While staging a show of this size represents challenges for the area, the overall benefits to Beverly Hills are far exceeded in once again showcasing the city as the epicenter of the premier party in the entertainment industry for the official kick-off of the award season.

Therefore, I write to you on behalf of the Golden Globes in support of the Beverly Hilton's plans for the show that night and hope we can work with the city to make the festivities go smoothly for the city of Beverly Hills, as well as its businesses and residents.

We are looking forward to the Golden Globes' return to the iconic Beverly Hilton, and we are excited to continue our longstanding partnership with Beverly Hills.

Sincerely,

A handwritten signature in black ink, appearing to read "Helen Hoehne".

Helen Hoehne
President

Attachment 3



2024 Golden Globes - Proposed Road Closures Sunday, January 7, 2024

- Local Access Streets
- Road Closures
- Event Area

- Streets north of Hilton closed, but still accessible to residents
- Eastbound Wilshire closed from Comstock to South Santa Monica Blvd (Westbound Wilshire will remain open) accessible to residents
- North Santa Monica Blvd closed from west City limits to Wilshire

