



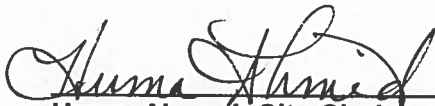
Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

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

**Thursday, January 30, 2020**  
**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) Request from Entertainment Studios for Special Event Alleyway Closure at the Beverly Wilshire Hotel on February 9, 2020
- 3) Los Angeles Marathon on March 8, 2020
- 4) Proposal of City Declaration for *Doris Day Day* and Partnership of Doris Day Animal Foundation Event
- 5) Request by Australian Consulate-General to Waive Permit Fees for *G' Day USA Standing Together* Fund Raiser for Bushfires Relief Efforts
- 6) Adjournment

  
Huma Ahmed, City Clerk

**Posted: January 24, 2020**

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



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 4<sup>th</sup> Floor Conference Room 4A, is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events

**FROM:** Magdalena Davis, Special Event and Filming Coordinator *MD*

**DATE:** January 30, 2020

**SUBJECT:** Request from Entertainment Studios for Special Event Alleyway Closure at The Beverly Wilshire Hotel on February 9, 2020

**ATTACHMENT:**

1. Letter of Support from The Beverly Wilshire Hotel
2. Traffic Control Plan for Street Use and Alley Closure
3. Event Layout

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**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 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 9, 2020 for an Oscar Gala benefitting Children's Hospital Los Angeles. A sidewalk closure will be in effect on S. Rodeo Drive, 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**

Similar to last year, this request comes to City from Entertainment Studios and their event company Mindy Weiss with the support of the Beverly Wilshire Hotel (attachment 1) for approval of a road closure for an Oscar Gala, a private event to be held at the Beverly Wilshire Hotel on February 9, 2020. The proposed closure will be of the alleyway to the south of the Beverly Wilshire Hotel, running east to west off of S. Rodeo Drive and continue north to south of Charleville Boulevard. The first closure of this alleyway was from the same organizations in February 2019 with no safety issues reported.

The proposed closure of the alleyway is from 8:00am on Sunday, February 9, 2020 to the following day Monday, February 10, 2020 at 3:00pm. According to the proposed layout (attachments 2 and 3) this alleyway will be used for a step and repeat and red carpet area during the event. Because of the large number of prominent attendees, additional space not currently existing at the hotel would be made available by the alleyway closure for arrivals and the media line.

Additional meters on S. Rodeo Drive would be utilized for drop offs and pick up would be through normal valet operations in the hotel. Given feedback from previous alleyway closures, a section of meters on Charleville from S Rodeo Drive to the alleyway opening would also be utilized for any queue, minimizing traffic and residential impacts.

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. Approximately 375 total guests are expected to attend, including many notable attendees, to this invite-only event, on a flow over the duration of the event from 3:30pm until 2:00am.

The Southbound lane of S. Rodeo Drive would not be affected, 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 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 and Fire Departments will staff the event, along with all other necessary personnel, for safety and traffic control. City staff has coordinated with Metro that there will not be impacts to any work for the duration of the event.

Adjacent streets would be impacted for the duration of the event, however no business or private garage entrance will be closed to through traffic. Event organizers have ensured 100% the majority of businesses will not be open for business on Sunday and will not be impacted 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. Safety is always the City's first priority and as such, the proposed road closure will be subject to submittal and review of a traffic control plan by the City's Transportation Division and Police Department.

It should be noted that this is the third alleyway closure between January and February, with two closures taking place the same week at the Beverly Wilshire Hotel due to the Academy Awards. The previous two closures on January 25 and February 6, 2020 were previously reviewed and approved by City Council Liaisons and at the Formal Meeting on December 17, 2019. Due to personal family matters, Entertainment Studios was not able to complete this proposal until this time. Despite the reduced time frame, the organizers have committed to completing all necessary steps for permitting, notification and approvals.

### **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 9, 2020 for street closures. All street closures for special events must be approved by City Council. Unless Liaisons have any questions or concerns, staff will bring the proposal to Council as a consent item at the February 4, 2020 meeting, and administratively issue the permit after approval.

# **Attachment 1**



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. 9th, 2020.

We believe this unique red carpet arrival would again be beneficial for the city of Beverly Hills for the entertainment and luxury value. It has also assisted 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,

A handwritten signature in black ink, appearing to be 'Mark Anderson', written over a horizontal line.

Mark Anderson  
Catering Sales Manager  
o:310-858-2377 / m:310-594-1825

Entertainment Studios and Byron Allen will be hosting an Oscar viewing gala event on February 9, 2020 benefiting Children's Hospital Los Angeles. It will take place at the Four Season Beverly Wilshire Hotel at 9500 Wilshire Boulevard in Beverly Hills. Invitation time for the event is 3:30 pm. It is an invitation only event and tightly controlled. Expected guest count is 350-400. Guest arrival is on a flow as not all come at the same time.

We would like to utilize the adjacent alleyway behind the hotel to create a magical red carpet experience for guests as they enter the gala. Only cars dropping off guests use the Rodeo Drive drop off area. The guests driving their own cars would use the existing valet entrance off of El Camino. As we did last year, the closure of the alley would have K-ralls, barricades and signage. Set up will include a temporary tent structure (canopy, no walls), red carpet, lighting, heaters, stanchions and hedge-wall. We will also need to use the metered parking lane on the east side of Rodeo Drive.

Set up for the alley will take place on Sunday, February 9 and strike will take place on Monday February 10. Saturday, February 8<sup>th</sup> will be used for vendor drop off for all items needed in the ballroom.

Entertainment Studios is prepared to cover the costs associated with using the alleyway and the metered lane on Rodeo.

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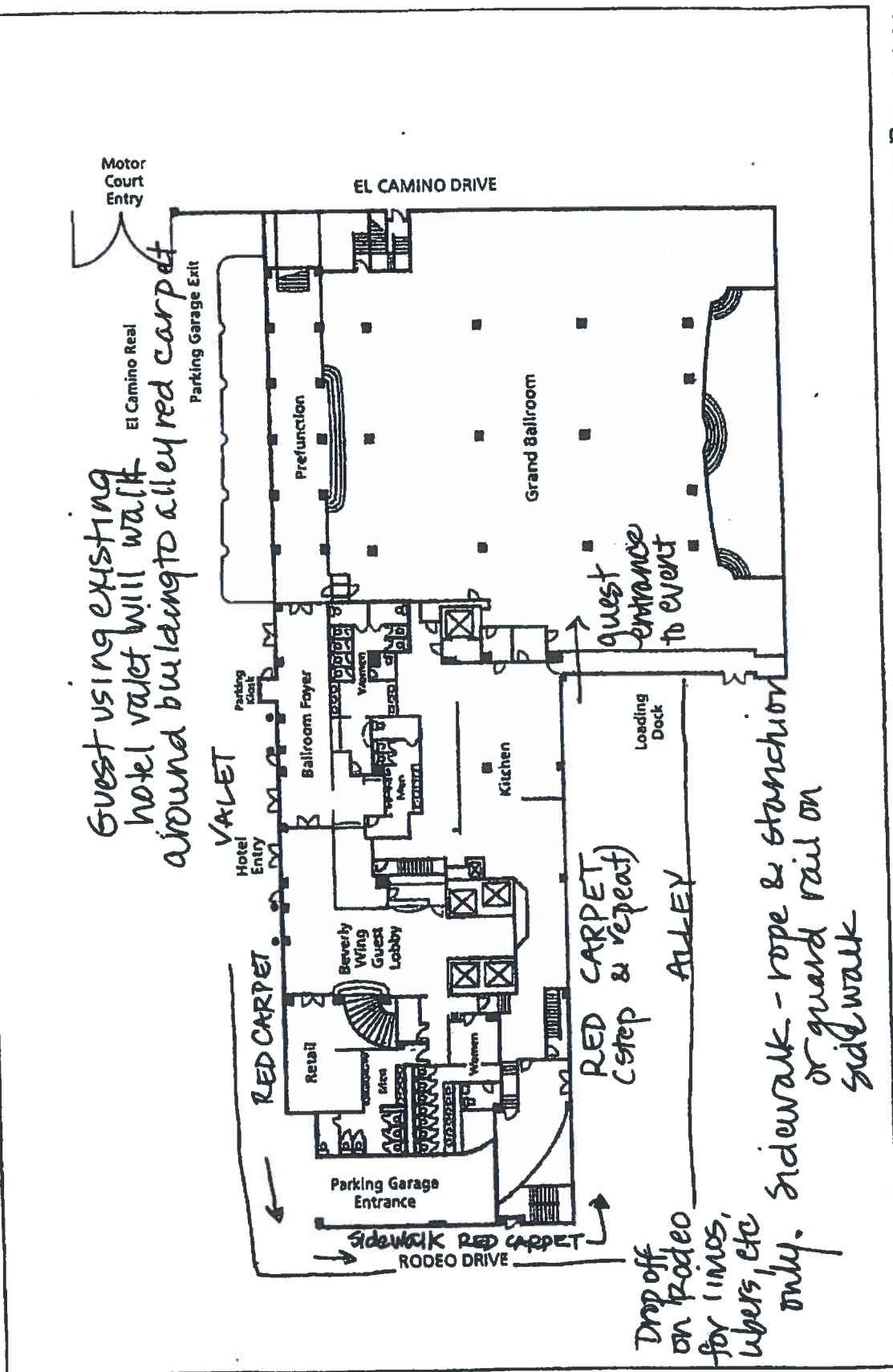
## **Attachment 2**



**BEVERLY WILSHIRE**

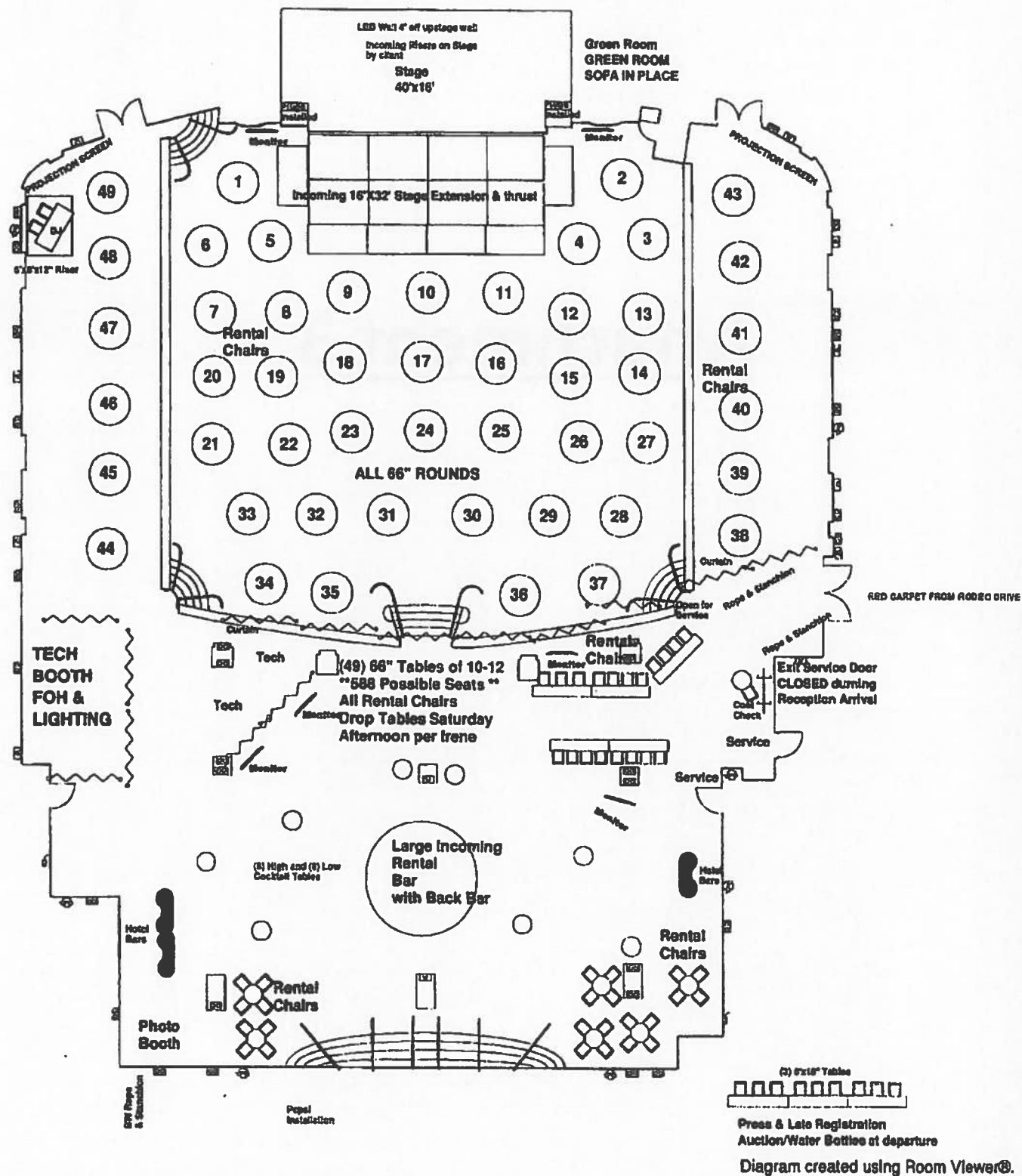
Beverly Hills, California

**BEVERLY WING LOBBY FLOOR PLAN**

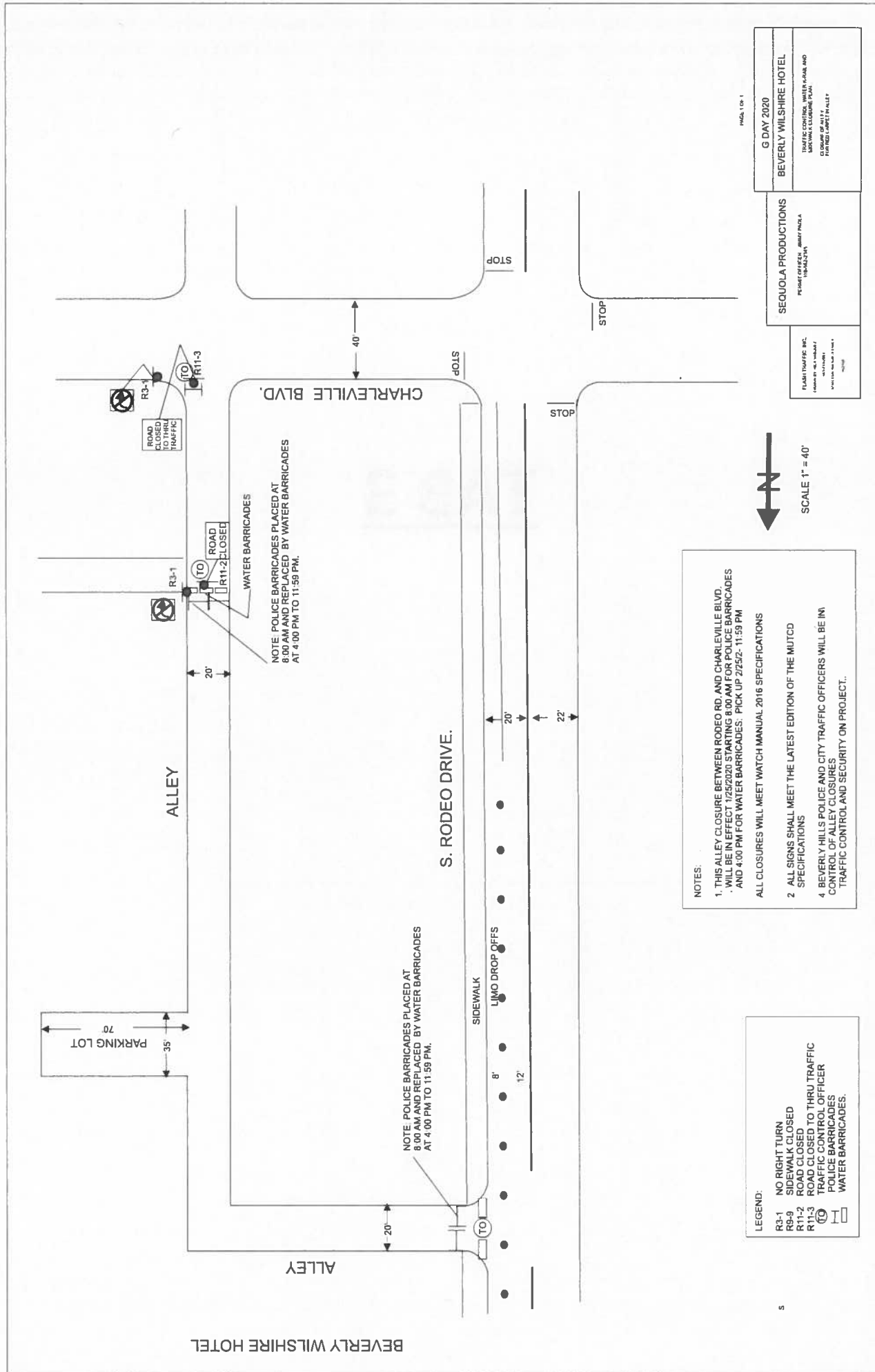


EASTDIL

Event Name: Byron Allen Viewing Party  
Date: Sunday, Feb 9, 2020  
Time: 3pm  
Prepared By: Licensed User



# **Attachment 3**



## **TAB 3**



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events

**FROM:** Magdalena Davis, Special Event and Filming Coordinator *MD*

**DATE:** January 30, 2020

**SUBJECT:** Los Angeles Marathon on March 8, 2020

**ATTACHMENT:**

1. Letter of Support from the Beverly Hills Chamber of Commerce
2. Letter of Support from the Rodeo Drive Committee
3. Letter of Support from the Conference and Visitors Bureau
4. Los Angeles Marathon Course Map – Beverly Hills Segment

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**INTRODUCTION**

The annual Conqurs Endurance Group Los Angeles Marathon 'Stadium to the Sea' is scheduled for **Sunday, March 8, 2020**. The race is in its tenth year with the route going through the cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica.

While race route has not changed, Conqurs Endurance Group is now merged with The McCourt Foundation, a non-profit, and has requested CVB sponsorship to provide race entertainment throughout iconic portions of Beverly Hills.

**DISCUSSION**

Each year, the City receives a request from race organizers, Conqur Endurance Group seeking to continue the inclusion of Beverly Hills in the Los Angeles Marathon (LA Marathon). This event has been reviewed annually by the City Council Liaisons and taken to the full City Council for the past nine years.

The LA Marathon is scheduled to take place on Sunday, March 8, 2020 from 5am-1pm. The route is the same as in previous years. Based on feedback and reports from the March 24, 2019 marathon, the event was considered one of the most well-attended with over 25,000 participants. As in years past, City staff coordinated with LA Marathon organizers to limit impacts and ensure streets were opened no later than 1:00 p.m.

The route for March 2020 is exactly the same as the previous race. Extensive notification is provided throughout the Beverly Hills community, which include information for residents, businesses and churches and temples along the route. Both the Rodeo Drive Committee "(RDC)" and Beverly Hills Chamber of Commerce (Chamber) have indicated their support (see attached) for the event. Businesses have requested that the Marathon maintain opening streets by 1:00 p.m.

Additionally, the RDC has also requested that as a condition of their support, the Marathon continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives. In previous years, the Los Angeles Marathon's website and marketing materials have featured Beverly Hills (hotels, sites to visit, such as Rodeo Drive, Greystone Mansion, etc.) including links to the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau websites.

This year, more extensive broadcast coverage of the Marathon will be provided not only through local channel KTLA, but nationally and worldwide as well on channels including Fox Sports Asia, Fox Sports Australia, and Star/WGN Networks. In order to showcase the region, and Beverly Hills, culture and neighborhoods, Conqurs Endurance Group has proposed professional entertainment adjacent to the filming locations, and has requested sponsorship to provide this entertainment along the City's portion of the race.

In order to provide this entertainment experience, the CVB can cover the total sponsorship cost, while the Conqur group still manages the entertainment acts themselves, as in past years. Three performances are proposed and the CVB would encumber the cost of two. The proposed sponsored entertainment would include: a Classical Pianist on the corner of Rodeo Drive and S. Santa Monica, a traditional American swing band on the corner of Rodeo Drive and Wilshire Boulevard, and The Hollywood Stones (Rolling Stones cover band) at the park near the City entrance adjacent to Carmelita Drive and Doheny Drive.

These performances would be a total sponsorship cost of \$3,800.00 covered by the existing CVB budget. As proposed, there is no expected impact to the already existing traffic plan or planned road closures.

As of January 1, 2020, Conqur Endurance Group completed its merger with The McCourt Foundation (TMF), a 29-year old Boston-area non-profit dedicated to empowering communities to build a healthier world. TMF produces health, fitness and educational events to raise funds and awareness for its health-focused mission. As a result of the merger the combined entity will operate under the TMF banner with dual headquarters in Los Angeles and Boston.

No changes are expected in the management or operation of the LA Marathon including the Marathon's charity program that provides a platform for approximately 70 nonprofits to raise millions of dollars each year through the Marathon. Conqur's long-time support for its school programs and support of other local nonprofits will continue post-merger. Since the marathons inception in 1988, its charitable impact has exceeded \$50,000,000. In 2019, the marathon raised over \$3.3M, including local Beverly Hills based recipient Concern Foundation, which raised \$194,000 in 2017 and over \$1 million since partnering as an Official Marathon Charity.

Operated by a nonprofit, the LA Marathon would receive, according to the City's Schedule of Fees, a non-profit rate on the street closures for the event, as it benefits local health related causes and programs through-out the Greater Los Angeles Area, including the Concern Foundation. Now as a nonprofit, TMF is required to file with the City's Charitable Solicitations Commission. The Commission will make the final determination should the Marathon require an event solicitation permit at a future meeting.

In August 2017, as a condition of approval the Council advised race organizers to coordinate between both the Metro Purple Line Extension (PLE) and the now completed N. Santa Monica Boulevard Reconstruction projects. Staff from the City, Metro and the LA marathon have reviewed the course, and will continue to monitor any new developments. There are no issues

anticipated with the current course through the City, as it is the same route from last year. City staff will continue to work closely with Project Managers for Metro and any other construction related projects within the City of Beverly Hills. (It should be noted, that Metro staff has regularly attended Los Angeles Marathon hosted meetings.)

An independent unaffiliated social media bike ride group known as the 'wolfpack' have participated on their own. Last year, they did not enter the Beverly Hills segment of the course and traveled through without incident. City staff will continue to monitor the groups participating this year as well.

### **FISCAL IMPACT**

All City permits and fees and any associated costs have been the responsibility of Conquer Endurance Group and in addition includes full cost recovery for personnel costs, equipment, signage, etc. There is no waiver of fees; the only difference in this year is the non-profit rate for street closures.

For the 2020 event, the payment is estimated at \$153,438.00. Please see chart below for breakdown of estimated costs:

<b>Fee</b>	<b>Estimated Cost</b>
Permits	\$3,197.00
Street Closure	\$3,493.00
Police Department	\$84,908.00
Fire Department	\$19,370.00
Public Works Department	\$31,930.00
Other Departments	\$6,720.00
Equipment, No Parking Signs, etc.	\$852.00

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 the Conquer Endurance Group.

### **RECOMMENDATION**

City Council Liaison feedback and approval is respectfully requested regarding the request to permit the Conquers Endurance Group Los Angeles Marathon on Sunday, March 8, 2020. Unless Liaisons have any questions or concerns, staff will bring the proposal to Council as a consent item at the February 4, 2020 meeting.



# **Attachment 1**



CHAMBER  
of  
COMMERCE

January 6, 2020

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Mirisch and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Los Angeles Marathon's return to Beverly Hills on March 8, 2020.

The Los Angeles Marathon is an important community event that brings positive attention to our City. The organizers of the Marathon have been good partners with the City and partner agencies, including the Chamber, and we look forward to a positive and mutually beneficial relationship in the coming year as well.

The Chamber encourages the Marathon to work to minimize disruption to traffic and businesses, especially in light of existing construction impacts and street closures due to the construction of the subway. We are confident that the involved parties can work together to continue the Marathon's run of excellence.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is stylized with a large, sweeping initial "T" and a long, horizontal flourish extending to the right.

Todd Johnson  
President and CEO  
Beverly Hills Chamber of Commerce

# **Attachment 2**



January 2, 2019

Honorable John Mirisch, Mayor  
And Members of the City Council  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Los Angeles Marathon's return to Beverly Hills and to the Rodeo Drive street closure request for March 8, 2020.

As Beverly Hills and Rodeo Drive are featured highlights in the LA Marathon's course, our Rodeo Drive Committee is in favor of continuing the partnership for another year.

As a condition of its support for the event and to help alleviate the street closure inconvenience for our member's businesses, RDC would like to ensure that the marathon continues to begin at its earlier time and that the streets are reopened before 12:30PM. The RDC would also like to ensure that the LA Marathon team continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives, and that they work with RDC to leverage their media partnerships with KTLA or new broadcast partners and any other media sponsors moving forward.

The Rodeo Drive Committee is excited to continue participating in America's fifth largest marathon and we appreciate your consideration.

Sincerely,

Nicola Cagliata  
President  
Rodeo Drive Committee

Cc: Magdalena Davis – City of Beverly Hills  
Garin Hussenjian – City Of Beverly Hills

# **Attachment 3**



CONFERENCE &  
VISITORS BUREAU  
*Love Beverly Hills*

January 6, 2020

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Mirisch and Members of the City Council:

The Beverly Hills Conference and Visitors Bureau (BHCVB) is writing to express our support for the Los Angeles Marathon's return to Beverly Hills on March 8, 2020.

The Los Angeles Marathon is an important community event that brings positive attention to our City. The organizers of the Marathon have been good partners with the City and partner agencies.

BHCVB encourages the Marathon to work to minimize disruption to traffic and businesses, especially in light of existing construction impacts and street closures due to the construction of the subway. We are confident that the involved parties can work together to continue the Marathon's run of excellence.

Sincerely,

Julie Wagner, CDME  
Chief Executive Officer  
Beverly Hills Conference & Visitors Bureau


cc: BHCVB Board of Directors



# **Attachment 4**

# LOS ANGELES MARATHON

MARCH 8, 2020

PRESENTED BY  asics

## EVENT DETAILS

**Date:** Sunday March 8, 2020

**Start Time:** 6:55 AM \*

\* This earlier start time adopted in 2015 is now the Marathon's official start time due to its positive impact on earlier street re-openings for residents and businesses

### Beverly Hills Street Closures

Times are estimates, streets reopen on a rolling basis from the time the last runner crosses the start line at a 15:00 minute/mile pace. **All streets in Beverly Hills will be open before 1:00pm.**

Street	Closed From	Closed To	Time Closed	Time Open
Santa Monica Blvd	La Cienega Blvd	Sierra Dr	5:00AM	12:00PM
Doheny Dr	Nemo St	Wilshire Blvd	5:00AM	12:00PM
Burton Way	Robertson Blvd	Rexford Dr	5:00AM	12:30PM
S Santa Monica Blvd	Rexford Dr	Moreno Blvd	5:00AM	12:30PM
Rodeo Dr	Santa Monica Blvd	Wilshire Blvd	5:00AM	12:30PM
Wilshire Blvd	Beverly Dr	Santa Monica Blvd	5:00AM	1:00PM





# LOS ANGELES MARATHON

MARCH 8, 2020

PRESENTED BY *asics*

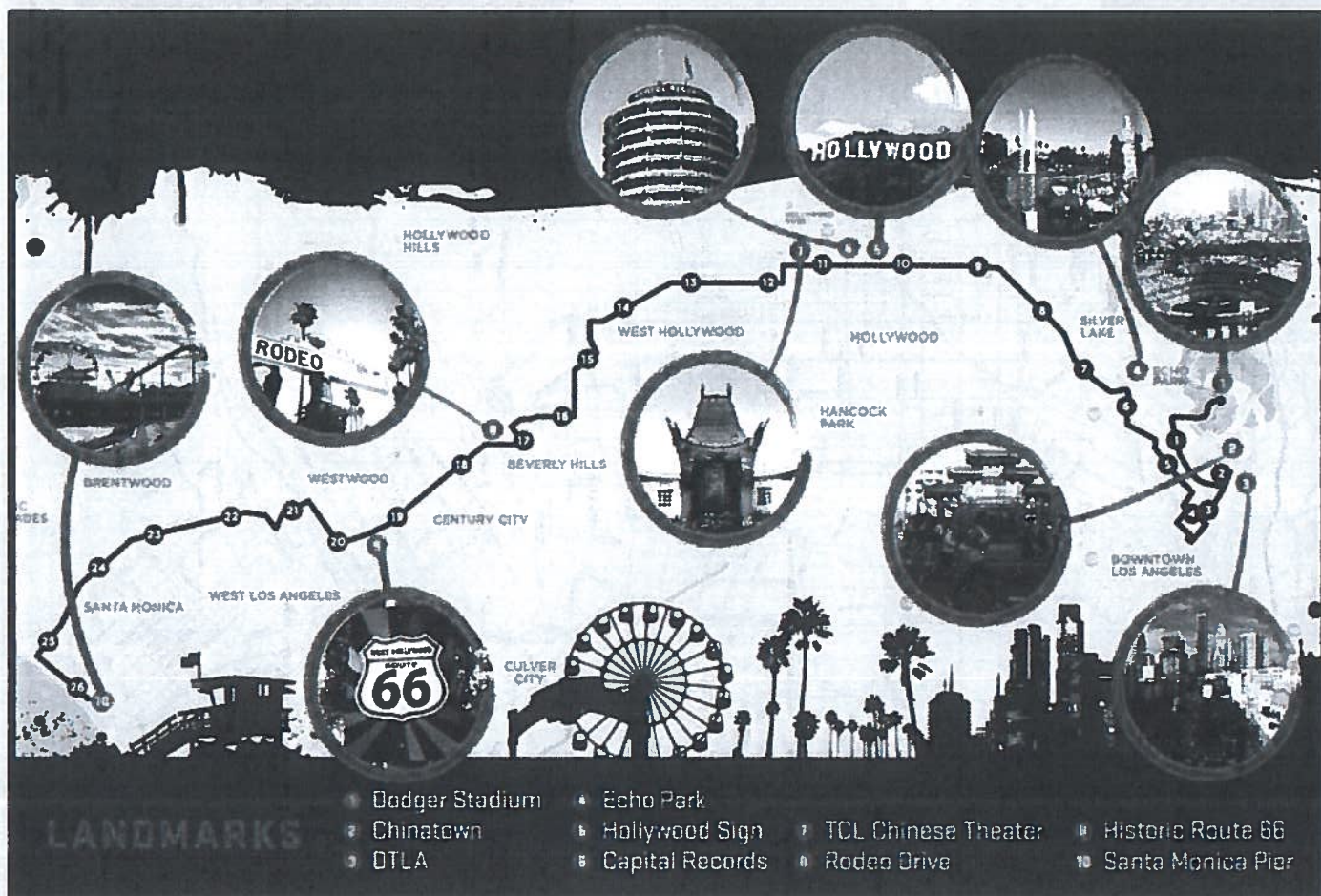
## RACE COURSE

*Stadium to the Sea Course* -- Dodger Stadium to Santa Monica Pier

2019 marked the 10<sup>th</sup> year of the successful partnership between the Marathon and the cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica supporting the *Stadium to the Sea Course*.

Since moving to the *Stadium to the Sea Course*, the Marathon has grown to become the 4<sup>th</sup> largest marathon in the nation and the 10<sup>th</sup> largest in the World with over 24,000 runners participating in our 2019 event.

The *Stadium to the Sea Course* continues to gain significant notoriety and traction locally, nationally and internationally. 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.




## Tab 4



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events

**FROM:** Magdalena Davis, Special Events & Filming Coordinator 

**DATE:** January 9, 2020

**SUBJECT:** Proposal of City Declaration for *Doris Day Day* and Partnership of Doris Day Animal Foundation Event

**ATTACHMENT:**

1. Program Overview of Agenda and Budget Proposal for *Doris Day Day*
2. Letters of Support from Nonprofits Amanda Foundation and the Pet Care Foundation
3. Letters of Support from Local Businesses Julien's Auctions and Tour du Jour

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**INTRODUCTION**

Staff has received a request from the Doris Day Animal Foundation (DDAF), for the City to declare April 3, 2020 Doris Day Day, a celebration of actress and former resident Doris Day. The request includes a proposal event partnership: *Doris Day Day*, a celebration of the life and legacy of Doris Day, including her work with animal rescue. The proclamation and event will provide an opportunity to assist local nonprofits to find homeless animals forever homes at a community gathering held at City Hall.

Staff is requesting City Council Liaison direction on the following:

- City declaration of April 3, 2020 as *Doris Day Day*
- Approval to waive City costs/fees for use of the Municipal Gallery and the Crescent Side of City Hall
- Waiver of City fees associated with parking in the Crescent parking structure
- Sponsorship of light refreshments for the event

**DISCUSSION**

*Doris Day Day* is a proposed community event that celebrates the late actress and former resident Doris Day. She was an animal lover and *Doris Day Day* would be a celebration of her life and legacy, including her longtime work with animal rescue.

The Doris Day Animal Foundation requests that the City declare April 3, 2020 Doris Day Day, as well as City sponsorship for an event hosted in conjunction with the proclamation.

The City of Beverly Hills has proclaimed various "Days," "Weeks" or "Months" for individuals, organizations and causes that have special meaning and a connection to the City. These



proclamations are presented at City Council meetings, special events, or mailed to the requestors. They are all approved by the Mayor and prepared by the Communications Office. The *Doris Day Day* event as proposed will bring together various non-profits to announce this proclamation at an event. As proposed, the event will include a proclamation ceremony, light refreshments, pet adoptions, and a doggie fashion show on the City Hall Crescent side steps and an informational slideshow to commemorate Doris Day in the Municipal Gallery. This event will be the centerpiece of weeklong activities and events hosted by DDAF, including an auction that will benefit the Foundation.

The Doris Day Animal Foundation (DDAF) is a national, nonprofit 501(c)(3) public charity founded in 1978 as the Doris Day Pet Foundation by legendary actress, Doris Day, with a straightforward mission that continues to this day: to help animals and the people who love them. As a grant-giving charity, DDAF funds other 501(c)(3) organizations across the United States that directly care for and protect animals.

*Doris Day Day* is in line with the City's goal to support tourism, local nonprofits, and bring culture into the City. Doris Day has a large following and this event is expected to bring Doris Day fans and animal lovers alike to Beverly Hills. DDAF has partnered with Beverly Hills Hotels, and recommends attendees stay at The Beverly Hilton, The Mosaic and Maison 140. DDAF has provided letters of support from a variety of individuals and organizations, including local partner nonprofit, the Amanda Foundation.

The event is tentatively scheduled for Friday, April 3, 2020, from 11:00 a.m. to 1:00 p.m., along with setup and tear down. The requested use of space is for both the Municipal Gallery and the Crescent Side of City Hall. DDAF is requesting that City staff assist with the equipment for a proclamation ceremony, Doris Day slideshow, space for the dog adoptions, videography, photography and light refreshments.

As proposed, the organizer of this program would like the City to provide in-kind support through a waiver of staff/direct costs and a free use waiver of the costs for use of the aforementioned City facilities, meters for parking, and staff time. DDAF will be the lead for public relations and promotion of the City Hall event, with the City's Communications Office supporting those specific efforts. DDAF will also be promoting a weeklong celebration and events at Julien's Auction House, and local screenings.

### **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 90<sup>th</sup> 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.

## **FISCAL IMPACT**

Fees have been waived for local nonprofit-related events, and resident-based groups, including use of the Crescent steps that the City does not have listed in the fee schedule. This event will be hosted by DDAF in partnership with local non-profits. If approved, the City would be providing a waiver of permits and services as outlined below.

Additionally, DDAF requests up to \$2,000.00 for light refreshments and signage specifically for this event. No marketing or flyer costs have been requested, and DDAF understands that City approved local vendors would be utilized if using City funds.

The current estimate is \$1,323.00 based on Beverly Hills resident rates:

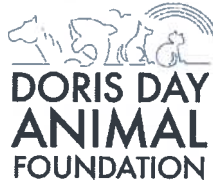
Municipal Gallery	\$141/hour for 4 hours	\$564.00
Staff (Ranger/Facilities/Cable)	\$60/hour of 3 staff for 4 hours	\$720.00
(3) Meter Reservations	North Crescent Drive	\$39.00
Videography provided by City Cable Team		
Photography provided by City Photographer		
<b>Total Estimated Costs to Waive</b>		<b>\$1,323.00</b>
Hard Costs Requested	Refreshments	Up to \$2,000.00
<b>Total Amount Requested</b>		<b>\$3,323.00</b>

These costs do not reflect other charges such as advertising, or other items that will be provided by DDAF. Total estimated hard costs are not to exceed \$2,000.00, and this funding is proposed to be paid from the existing Council Admin budget.

## **RECOMMENDATION**

Staff is seeking City Council Liaison direction on the approval of this request. If approved, this item will be placed as a Consent item on the February 18, 2020 Formal City Council Meeting.

# Attachment 1



December 31, 2019

Mr. Keith Sterling  
Public Information Manager  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Keith,

Please consider this our formal proposal and City of Beverly Hills Special Event Request for a mayoral ceremony on the steps of City Hall, declaring April 3, 2020—what would have been Doris Day's 98<sup>th</sup> birthday—"DORIS DAY DAY" (or alternatively, "DORIS DAY BE KIND TO ANIMALS DAY"). The Doris Day Animal Foundation (DDAF) will be partnering with local Beverly Hills organization, the Amanda Foundation to include a doggie fashion show and adoptions for a truly fun, meaningful community event that will honor Doris Day's legendary film, music and television career, as well as her renowned animal welfare advocacy. In conjunction with Doris Day's estate sale by Julien's Auctions at their Beverly Hills gallery on April 4 and 5 (and previewing the entire week of March 30), the well-publicized event is expected to bring a multitude of fans and collectors from all over the world, as well as locals, into Beverly Hills.

**EVENT:**

**A Mayoral Ceremony and Proclamation of "DORIS DAY DAY" (or "DORIS DAY BE KIND TO ANIMALS DAY")**

- Presented as an important part of a weeklong Celebration of Doris Day's Life and Career by the Doris Day Animal Foundation
- Partnering with the Amanda Foundation to bring attention to homeless pets and help with their local pet adoptions at the ceremony

**EVENT FEATURES:**

We are envisioning a simple, but uplifting ceremony, featuring the mayor declaring April 3, "Doris Day Day" in Beverly Hills. The declaration would be followed by the Amanda Foundation's doggie fashion show (perhaps featuring costumes similar to Doris Day's fashions in her films) and adoptions.

- Mayoral proclamation ceremony on the City Hall Steps
- Light refreshments in the Municipal Gallery
- (In case of inclement weather, ceremony could be moved indoors to Municipal Gallery)
- Doris Day Animal Foundation (DDAF) table set up either outside near the steps or in the Municipal Gallery, depending on weather, featuring information about DDAF
- Dog Adoptions and Doggie Fashion Show by the Amanda Foundation in one of the green spaces to the side of the City Hall steps (Possible to move inside in case of inclement weather?)
- Free – open to the public

**DATE:** Friday, April 3, 2019, late morning/lunchtime, on what would have been Doris Day's 98<sup>th</sup> birthday.

**LOCATION:** Beverly Hills City Hall Steps and Garden Area on Crescent Drive / Municipal Gallery

**TOTAL OVERALL BUDGET:**

DDAF is a small, 501(c)3 organization that typically does not hold large-scale fundraising events. This is a one-time Celebration of Life and Career, following Doris Day's passing May 13, 2019, centered around an auction of her estate by Julien's Auctions in Beverly Hills on April 4 and 5. As such, DDAF relies on event sponsorships.

- Event is expected to be simple with minimal incidental cost that we request the City of Beverly Hills to sponsor
- We understand that City Hall can provide free of charge any necessary equipment/tables/seating in the Municipal Gallery and outside, inherent to the event
- If the City would also consider sponsoring light refreshments, DDAF would be grateful and honored

**LETTER OF SUPPORT:**

Attached are the following letters of support:

- Bill Crowe, Executive Director, The Pet Care Foundation
- Darren Julien, President/CEO, Julien's Auctions
- Jim Humay, President, Tours du Jour

**ATTENDEES:**

- Open to the public of all ages, free of charge, to encourage community participation
  - Locals, tourists, fans, collectors, and animal lovers from all over the world who have registered for the estate auction or just wish to celebrate Doris Day
- Notable/Participating Attendees:
  - Doris Day's Co-stars and Celebrity Friends, TBD
  - Doris Day Animal Foundation CFO and Doris Day Estate Executor, Dr. T. Robert (Bob) Bashara
  - Doris Day Animal Foundation Board Member and Director of Communications, Lea Price
  - Other DDAF Board of Directors members and staff
  - Teri Austin and the Amanda Foundation volunteers and adoptable dogs

**PUBLIC BENEFIT:**

The "Doris Day Day" City Hall Ceremony will be the pinnacle community event of weeklong celebratory activities leading up to a two-day Julien's Auctions Estate Auction at their 257 North Canon Drive, Beverly Hills gallery on April 4 and 5, 2020. The gallery will feature a rotating exhibit of the items from the estate daily, starting Monday, March 30 throughout the entire week. The admission to the auction and exhibit is free. All proceeds from auction sales will benefit the Doris Day Animal Foundation, so her legacy and pioneering animal welfare work can continue well into the future. (The Doris Day Animal Foundation is a 501(c)3 charity that funds other non-profit animal welfare causes across the country that directly help animals.) Other activities being planned for the week of March 30 are a screening of one of Doris Day's iconic films and a performance of Scott Dreier's tribute show, "Doris and Me." (Venues TBD. We are hoping to partner with AMPAS and The Wallis at their Beverly Hills theatres respectively.) Tours du Jour of Beverly Hills will also be offering optional Doris Day-themed tours during the week. Because DDAF will benefit from the auction, we would like the April 3 "Doris Day Day" event to be a City of Beverly Hills event—all about gathering community and fans together to celebrate Doris Day and bring awareness to homeless pets. Giving back for the greater good was Doris' passion, and DDAF is dedicated to carrying on her vision and legacy.



Doris Day continues to be a true icon, beloved throughout the world, and the tremendous positive response to her films, recordings and now her estate auction remains unmatched. Since Julien's and DDAF have jointly announced the live and online auction to our respective supporter lists in November, Julien's has received an unprecedented "massive" response. ([See Julien's Auctions announcement.](#)) The well-publicized auction is expected to bring fans and collectors from all over the world to Beverly Hills. In response to the many global requests for a memorial tribute to Doris Day, DDAF is planning a weeklong Celebration of Life and Career leading up to the auction that will bring considerable attention to Beverly Hills and generate additional business for the city's hotels, shopping and dining establishments from tourists and locals alike.

To that end, we have partnered with three Beverly Hills properties as recommended hotels for DDAF's attendees: The Beverly Hilton, The Mosaic and Maison 140. A significant number of bookings was received immediately following our announcement, even with the event still being more than three months out. ([See Hotel Information page at ddaf.org.](#)) DDAF is also most pleased to work with Teri Austin and the Amanda Foundation to help with local community dog adoptions during the "Doris Day Day" event.

Of course, the Mayor's "Doris Day Day" Ceremony will be the ultimate tribute to an extraordinary, inspiring life. Doris loved being a Beverly Hills "local" from the 50's through the 70's, riding her bike down Crescent Drive into town, having breakfast at Nate 'n' Al's, or Walter's, dinner at The Old World, and stopping in to chat with all of the shopkeepers along the way. Beverly Hills was her home at the height of her film, television and recording career, and the place where her trail-blazing animal rescue work started (being affectionately known as "The Dog Catcher of Beverly Hills"). There would be nothing more fitting than a "Doris Day Day" ceremony on the Crescent Drive steps of City Hall—three blocks from her former home at 713 North Crescent Drive!

#### **PUBLICITY:**

The April 4 and 5 Doris Day Estate Auction is already generating significant media attention, with the previews appearing in local, national and international media outlets. We are hoping for a speedy approval from City Council, so we can finalize the time and details for the April 3 "Doris Day Day" event and start piggybacking onto the widespread auction publicity to promote the City Hall ceremony as a very special tribute on what would have been Doris Day's birthday. Media coverage will be especially extensive the week prior and week of the auction and Celebration of Life and Career, with local and national news and entertainment coverage.

DDAF will also make the announcement to our almost 70,000 supporters and Doris Day fan sites as soon as the event is approved and will continue to promote it in the coming months. If details are finalized prior to January 15, 2020, by print deadline, Julien's will also include the information in their auction catalog (4,000+ mailing, in addition to local attendees).

#### **PERMITS:**

We do not foresee the need for permits, but will await advice from the City of Beverly Hills, based on our event plans. The event will take place on City Hall grounds, with no street closures involved. Should any permits be necessary, we request that the City sponsor the associated cost.

#### **TRAFFIC, NOISE, PARKING IMPACT:**

None that we can foresee. As the event will take place late morning/lunch time, noise should not be a factor. Attendees already in Beverly Hills can walk over from their hotels or offices and there should be enough parking in city garages to accommodate those driving in for the ceremony.

**CITY REQUEST:**

**IN-KIND SERVICES**

- Use of Crescent Drive City Hall Steps, Green Space and Municipal Gallery
- Mayoral "Doris Day Day" proclamation ceremony on City Hall Steps, Crescent Drive
- Equipment/table/chair set-up
- Easels and other possible minor incidentals inherent to City of Beverly Hills honorary ceremonies, TBD
- Event production, as stated below

**FUNDING**

- Any costs associated with the City Hall ceremony, as proposed
- If possible, sponsorship of light refreshments (i.e., cookies/pastries, water/coffee/tea) in the Municipal Gallery

**ADDITIONAL CITY SPACE**

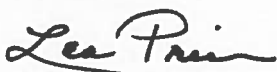
- None

**EVENT PRODUCTION**

- Podium, microphones, sound system, lighting and any other equipment inherent to City of Beverly Hills honorary ceremonies, provided by the City of Beverly Hills
- Photographer/Videographer

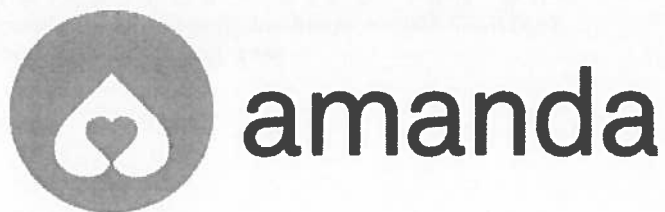
A "Doris Day Day" proclamation would be a terrific fit for a Beverly Hills City Hall event and a deserving honor for Doris. We are hoping for speedy approval so we can announce this very special ceremony to enhance attendance of the weeklong celebration and maximize promotion efforts. I look forward to hearing from you and thank you in advance for helping to bring the community together for a special and uplifting Celebration of Doris Day's Life and Career.

Warm regards,



Lea Price  
Director of Communications / Member, Board of Directors  
DORIS DAY ANIMAL FOUNDATION  
[doris@ddaf.org](mailto:doris@ddaf.org)  
C: (818) 512-1993

# **Attachment 2**



December 20, 2019

To Whom it may concern,

I would like to express my support for recognition of the legendary Doris Day and her extraordinary work for animals, especially dogs and cats. Beloved worldwide Doris Day used her fame to advocate for the end to suffering and better treatment for animals everywhere. In addition, Ms. Day was a long-time resident of Beverly Hills and very much a part of the community during her years here. The Amanda Foundation will proudly take part in any and all events connected with this well-deserved acknowledgement of the admirable Doris Day.

Sincerely,

A handwritten signature in dark ink, appearing to read "Teri Austin", with a horizontal line drawn through the middle of the signature.

Teri Austin

President



The Pet Care Foundation  
T: 310-247-8469 ~ email: [bill@petcarefoundation.org](mailto:bill@petcarefoundation.org)  
[www.petcarefoundation.org](http://www.petcarefoundation.org)

December 2, 2019

Mayor and Councilmembers  
Beverly Hills City Hall  
Sent Via Email

RE: Doris Day Day

Dear Mayor and Councilmembers;

I hope you're having a warm and wonderful holiday season. The Doris Day Foundation wants to create what they hope will be a special day to commemorate Doris Day who passed earlier this year. I loved Doris Day as a performer and admire the work she did for critters. She was in the trenches before it was fashionable to care about our beloved furries. They need some letters of support from local groups to include with their proposal to City Council so that is the purpose of this note.

You are such a huge animal lovers/supporter. I think this would be wonderful for the City, and the Amanda Foundation too as they would bring dogs over to City Hall that would be up for adoption. Since April 3<sup>rd</sup> was her birthday, they would like to declare it "Doris Day Day"! Hopefully, that date works well for the City. They would love for the City to do a public ceremony on the City Hall steps, proclaiming April 3 "Doris Day Day" (or "Doris Day Be Kind to Animals Day").

Please give this every consideration. I am confident it would get a lot of attention for the City and homeless animals.

Kindest regards,

Bill Crowe  
Executive Director

# Attachment 3

# Julien's AUCTIONS

December 26, 2019

Mayor John Mirisch and Councilmembers  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Re: Letter of Support for "Doris Day Day"

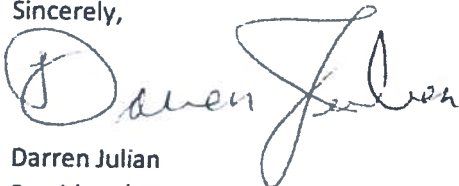
Dear Mayor and Councilmembers:

Julien's Auctions will be presenting an exclusive two-day auction of the property from the estate of Doris Day on April 4 and 5, following a week of preview exhibitions at its 257 North Canon Drive gallery in Beverly Hills (<http://www.juliensauctions.com/about-auction?id=314>). Doris Day was the top female box office draw of the 20<sup>th</sup> century and the iconic "girl next-door," beloved by fans all over the world. The response to our announcement of the auction has been massive, and we are anticipating hundreds of people to attend.

The Doris Day Animal Foundation is planning a weeklong celebration of Doris Day's life and career leading up to the auction, and has partnered with Beverly Hills Hotel properties as preferred hotels. A public "Doris Day Day" proclamation by the City of Beverly Hills would be the perfect tribute to a legend who called Beverly Hills her home for many years and was such an important part of the community—not only as a film and recording star, but a pioneering animal welfare advocate. Clearly, this event will not only bring significant traffic to Beverly Hills businesses, but will create good will throughout the city.

We are in complete support of "Doris Day Day" and are very pleased to be a part of celebrating Doris Day.

Sincerely,



Darren Julian  
President/CEO



December 30, 2019

Mayor John Mirisch and Councilmembers  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Re: "Doris Day Day" —Tour du Jour Letter of Support

Dear Mayor and Councilmembers:

Tour du Jour has been providing private luxury tours for visitors to the area for over 15 years and has been voted *Los Angeles* magazine's "Best private tour of L.A." In tribute to Doris Day's upcoming Celebration of Life and Career during the week leading up to Julien's Beverly Hills auction of her estate, we are happy to partner with the Doris Day Animal Foundation (DDAF) to offer select specialized tours during the week of March 30, 2020 highlighting sights where Doris Day lived and worked (i.e. her Beverly Hills home and favorite restaurants, film and recording studios, etc.) We plan for the pick-up point to be the Beverly Hilton Hotel, one of DDAF's preferred Beverly Hills hotel properties for the event.

As proud members of the Beverly Hills Conference and Visitors Bureau, we are very pleased to hear that Mayor Mirisch and the City of Beverly Hills are considering proclaiming Doris Day's April 3<sup>rd</sup> birthday "Doris Day Day" in a City Hall ceremony. She was a true world-renown icon, whose popularity is still evident in the widespread year-end in-memoriam tributes. We have no doubt that between the large number of visitors coming to Beverly Hills for the auction/tributes and the publicity the event will generate, the "Doris Day Day" ceremony can only have a tremendous positive impact on the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Humay", is written over a faint, larger version of the same signature.

Jim Humay, President

9663 Santa Monica Boulevard, Suite 680 | Beverly Hills, California 90210 | 310-659-2929

[www.tourdujour.net](http://www.tourdujour.net)

[info@tourdujour.net](mailto:info@tourdujour.net)



## **Tab 5**



## CITY OF BEVERLY HILLS

### POLICY AND MANAGEMENT

#### Memorandum

**TO:** City Council Liaison/Rodeo Drive Committee/Special Events

**FROM:** Magdalena Davis, Special Event and Filming Coordinator *MD*

**DATE:** January 30, 2020

**SUBJECT:** Request by Australian Consulate-General to Waive Permit Fees for *G'Day USA Standing Together* Fund Raiser for Bushfires Relief Efforts

**ATTACHMENT:**

1. Letter from Australian Consulate-General
2. *G'Day USA Standing Together* event invitation
3. City Council Agenda Report from December 17, 2019 without attachments

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#### INTRODUCTION

This report is submitted to the City Council Liaisons as an update to the previously Council approved alleyway closure event *G'Day USA*, held at the Beverly Wilshire Hotel on January 25, 2020. Given the recent severe bushfires across Australia, the Australian Consulate-General requests that Council waive permit fees in order to directly to support relief efforts.

#### DISCUSSION

This request (attachment 1) comes to City Council for a potential waiver of permit fees to support the fundraising efforts of the newly renamed *G'Day USA Standing Together* event, held at the Beverly Wilshire Hotel on January 25, 2020. The proposed waiver of fees would go back to the Australian Consulate-General to support The American Australian Association and Australian Bushfire Relief Fund.

This event was approved by Council Liaisons, followed by the full City Council at the December 17, 2019 meeting (attachment 3). Since the proposed event was heard, the Consulate dedicated the event to support relief efforts in response to the severe bushfires that have struck communities across Australia. The Consulate completed all requirements of the event permit, but have respectfully requested Council consider waiving any permit costs associated with the event to go back to the relief efforts spearheaded by the Australian government. The Consulate states that any reduction in fees and expenses they receive from the City will go directly to those efforts. All waivers of this amount must go before City Council for approval.

With the extraordinary circumstances, and the request being from a government agency directly for relief organizations, the following fees could be considered for waiver back to the Australian Consulate-General: permit costs including Special Event Permit, Street Closure Fee, and Police Administrative Fee. This does not include any personnel hourly rates for Police or Fire staffing, or hard costs such as no parking signs or lost meter revenue.

The following fees could be waived to support relief efforts:

<b>Fees for Consideration</b>	<b>Cost</b>
Permits	\$3,197.00
Street Closure Fee	\$6,987.00
Police Administrative Fee	\$757.00
<b>Total Waiver</b>	<b>\$10,941.00</b>

### **FISCAL IMPACT**

The Australian Consulate-General has conveyed to staff that since turning the event into a fundraiser all reductions or waivers of fees received from the City will go directly to support relief efforts in response to the devastating bushfires. As a result, they request that any City fees associated with this event be waived. With City Council approval, permit fees in any amount can be waived per the request, up to the total permit costs of \$10,941.00. The remaining fees are hard costs only, and would be the responsibility of the Consulate to pay, including Police and Fire personnel.

The total fees that would be charged by the City for this event are \$16,102.50. This fee breaks down into \$10,941.00 in soft costs of permit fees, etc. versus \$5,161.50 in hard costs related to personnel staffing and materials that the City would incur.

### **RECOMMENDATION**

Staff is requesting direction from the City Council Liaisons regarding approval of a waiver of permit fees in any amount, up to the total of \$10,941.00 in permit fees to support Australian bushfire relief efforts. All waivers of this amount must be approved by City Council. Pending Liaison direction, staff will bring the proposed waiver to Council for approval at a future City Council meeting that the Consulate-General can attend, and administratively bill the permit including any waivers after approval.

# Attachment 1



**Australian Government  
Australian Consulate-General, Los Angeles**

**Consul-General**

**T: +1 310 229 2324**

**F: +1 310 229 2380**

January 23, 2020

George Chavez, City Manager  
Nancy Hunt-Coffey, Assistant City Manager City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills CA 90210

Dear Mr Chavez and Ms Hunt-Coffey

On Saturday January 25th, 2020, the Australian Consulate in Los Angeles, along with Qantas, Tourism Australia, Austrade and the American Australian Association, will be hosting an event to support relief efforts in response to the devastating bushfires in Australia at the Beverly Wilshire Hotel.

We are attempting to keep our budget expenses as low as possible so that all funds received can go directly to benefit the firefighting relief efforts and wildlife rehabilitation. Any reduction in fees and expenses we receive from the City will go directly to those efforts.

If at all possible, we would appreciate any discount or reduced rate you are able to offer.

Thank you in advance for considering this request.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a horizontal line.

**Chelsey Martin  
Consul-General**

# **Attachment 2**

# G'DAY USA

## STANDING TOGETHER

SATURDAY 25 JANUARY, 2020

This year's G'DAY USA dinner will be dedicated to supporting relief efforts in response to the severe bushfires that have hurt communities and towns across Australia, and to thanking friends across the United States for their generous support to date

WE LOOK FORWARD TO YOU JOINING US FOR  
A STELLAR LINE UP OF PERFORMERS AND PRESENTERS,  
AND A PREMIUM AUSTRALIAN FOOD AND WINE  
EXPERIENCE CURATED BY CHEF NEIL PERRY

6PM ARRIVALS

7:30PM DINNER & PERFORMANCES

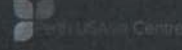
BEVERLY WILSHIRE | 9500 WILSHIRE BLVD | BEVERLY HILLS, CALIFORNIA

COCKTAIL ATTIRE

ALL FUNDS RAISED WILL GO TO  
THE AMERICAN AUSTRALIAN ASSOCIATION  
AUSTRALIAN BUSHFIRE RELIEF FUND  
[www.americaaustralian.org/product/australian-bushfire-relief-fund](http://www.americaaustralian.org/product/australian-bushfire-relief-fund)

### G'DAY USA FOUNDING PARTNERS

### G'DAY USA STRATEGIC PARTNERS



Margot McKinney

Stan.

THOMAS

AMERICAN AUSTRALIAN ASSOCIATION

UNITED STATES STUDIES CENTRE



LUXURY ESCAPES



American Airlines

TELSTRA

CSIRO

NETFLIX

The G'DAY USA Dinner



mission



# Attachment 3





## AGENDA REPORT

**Meeting Date:** December 17, 2019

**Item Number:** E-6

**To:** Honorable Mayor & City Council

**From:** Magdalena Davis, Special Events & Filming Coordinator

**Subject:** RECOMMENDATION FROM RODEO DRIVE/SPECIAL EVENT  
LIAISONS FOR REQUEST FROM THE AUSTRALIAN CONSULATE  
FOR A ROAD CLOSURE FOR G'DAY USA GALA AT THE BEVERLY  
WILSHIRE HOTEL ON JANUARY 25, 2020

**Attachments:**

1. RDC/Special Event Liaison Report from November 26, 2019 without attachments
2. Event Proposal for Australian Consulate from Sequoia Productions for G'Day USA Gala
3. Proposed Alleyway Closure Layout
4. Letters of Support from Community Members

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### **RECOMMENDATION**

Liaisons recommend that City Council approve a request for alleyway closure for the G'Day USA Gala event to be held at the Beverly Wilshire Hotel on January 25, 2020.

### **INTRODUCTION**

This item provides information to the City Council for the approval of an alleyway closure associated with the G'Day USA Gala event to be held at the Beverly Wilshire Hotel. This event is an effort with the Australian Consulate, Los Angeles ("Australian Consulate") to showcase how Australia and the United States have collaborated. The event had only once been hosted in Beverly Hills, however the Australian Consulate hopes to make it an annual program here in the City.

On November 26, 2019, City Council Liaisons Mirisch and Bosse were requested to approve an alleyway closure for the G'Day USA Gala event to be held at the Beverly Wilshire Hotel. This event will require a street closure of the alleyway to the south of the Beverly Wilshire Hotel. All street closures for special events must be approved by City Council. The City Council Liaisons approved of the closure and recommended strict traffic

control methods to have the least impact on the surrounding neighborhood, residents, and businesses.

### **DISCUSSION**

G'Day USA is Australia's public, economic, and cultural diplomacy program in the US. The goal of the G'Day USA Gala is to bring together leaders in government, business, academia and other industries to deepen US-Australia relations and showcase how both countries have worked together to provide innovative solutions and art.

The event will consist of a pre-function VIP cocktail reception that will utilize the alleyway as an entrance and venue, before moving to a seated dinner and award show in the Hotel ballroom. The show will recognize Australians who have impacted their respective industries, and receive broadcast in Australia. Past recipients include people such as Hugh Jackman, Chris Hemsworth, Netflix, Walt Disney Company, Northrup Grumman, and other notable people and entities. This event is expected to have upwards of 650 attendees and is to be broadcasted in Australia. G'Day USA will be in line with the City's goal to support tourism, local businesses and bring culture into the City.

The requested closure from 8:00AM-11:59PM on January 25, 2020 includes the alleyway South of the Beverly Wilshire Hotel from S Rodeo Drive to Charleville Boulevard. Adjacent meters on both streets will also be reserved to allow minimal disruption to lanes of travel. Besides the alleyway, there will be no full closures of other streets. G'Day USA has solicited the local business affected by the proposed alleyway closure and have local support (see attachment 3). Likewise, local partners the Conference and Visitors Bureau are in support due to the events' goal of marketing Beverly Hills to an international audience.

The adjacent location businesses will be given advance written notice of the closures. There should be few noise impacts to the area's residents as amplified sound will remain minimal throughout the day and during the event.

Council Liaisons recommended that this event move forward for City Council approval with the following recommendations: that traffic impacts be minimized by utilizing the meter lanes on S. Rodeo Drive and Charleville to provide the necessary space to not block traffic lane for arriving town cars, as well as utilize the hotel's existing valet for all other guests. The Consulate has committed to giving specific arrival and departure instructions to all livery services and guests to reduce traffic impacts to the adjacent residential areas. The Police Department will deploy personnel to manage any traffic impacts and execute an approved traffic control plan.

Safety is always the City's first priority and as such, the proposed road closure will be subject to submittal and review of a traffic control plan by the City's Transportation Division and Police Department. A similar closure of this alleyway was successful in February 2019 with no safety issues reported. It should be noted that the Beverly Wilshire Hotel anticipates to have similar alleyway closure requests presented as an attractive pre-function option for large scale events in the future.

### **FISCAL IMPACT**

City funding is not requested for this project. All expenses related to this event are the responsibility of the Australian Consulate, 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.

The estimated cost of an alleyway closure of this size and scope are:

Associated Permits and Fees	Cost
Permits	\$ 3,296.00
Street Closure Fee	\$ 6,987.00
Fire Personnel	\$ 2,886.00
Police Personnel	\$ 4,227.50
<b>Total</b>	<b>\$ 17,396.50</b>

Pamela Mottice-Muller *PMM*  
Approved By