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

Wednesday, June 24, 2015
4:00 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) Vanity Fair Annual Oscar Party 2016 Event on Sunday, February 28, 2016 on North Crescent Drive

3) Wallis Annenberg Center for the Performing Arts Fundraiser Event on Tuesday, November 10, 2015 on North Crescent Drive

4) Adjournment

Byron Pope, City Clerk

Posted: June 23, 2015

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.
STAFF REPORT

Meeting Date:  June 24, 2015

To:  City Council Liaisons – Rodeo Drive/Special Events/Holiday Programs:
     - Councilmember Lili Bosse
     - Councilmember Nancy Krasne

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

Subject:  Crescent Drive Street Closure Requests:
     - Vanity Fair Oscar Party – Sunday, February 28, 2016
     - The Wallis Fundraiser – Tuesday, November 10, 2015

Attachments:  1-Vanity Fair Annual Oscar Party Report
              2-Wallis Annenberg Center for the Performing Arts Fundraiser Request

The City has received two requests for street closures of the one block of North Crescent Drive between North Santa Monica Boulevard and Burton Way, adjacent to City Hall. Please see the attachments for additional information for each event.

Vanity Fair Annual Oscar Party 2016 Event
On Sunday, February 28, 2016, Vanity Fair wishes to confirm the 2nd year of the 3 year commitment for their event on North Crescent Drive, adjacent to City Hall. The event logistics would be similar to the 2015 event.

Street Closure Proposal:  Thursday, February 18 through Thursday, March 3, 2016

Wallis Annenberg Center for the Performing Arts Fundraiser Event
On Tuesday, November 10, 2015, the Wallis is proposing to host a Gala Dinner on North Crescent Drive as part of its 2015-16 fundraising efforts. The event would include the Israel Philharmonic Orchestra and a sit-down dinner for 1,000 guests.

Street Closure Proposal:  Saturday, October 31 through Sunday, November 15, 2015

Additional information is attached regarding both proposals.

Representatives from both Vanity Fair and The Wallis will be available to answer questions and provide additional details at the June 24th meeting.
INTRODUCTION
For the first time in 20 years, the Vanity Fair’s annual Oscar Party event was held in Beverly Hills on Sunday, February 22, 2015. With the iconic Beverly Hills City Hall as its backdrop, the 21st annual Vanity Fair event occurred in a grand tent located on Crescent Drive and included an international gathering of high profile attendees, such as Oscar winners and nominees as well as other actors, entertainment industry members and executives, celebrities, politicians, etc. to name just a few. Considering it was the first year for this large scale event and street closure, there were some issues that arose including extremely heavy rain on that Sunday evening, but it was felt as a whole that this international and prestigious event was deemed to be very successful overall. Vanity Fair was pleased with the venue, as well as the professional and prompt assistance from the City.

DISCUSSION
In order to accommodate the construction of the large scale tent, the 400 block of North Crescent Drive (one block only between North and South Santa Monica Boulevard) was closed from Thursday, February 12 through Thursday, February 26, 2015. In addition to the use of the Crescent Drive lawn of City Hall, The Wallis granted its support as well as use of its facility for the event. On Sunday, February 22, it is estimated that approximately 1,400 invited guests attended the festivities and whose arrivals were staggered over the course of the evening.

Extensive outreach was provided by Vanity Fair to the surrounding community (including residents, Crescent Drive and other adjacent merchants, and local churches) informing them of the street closure and event details. Vanity Fair (and guests) also utilized the services of over 26 local merchants (including 4 Crescent Drive merchants) by its event crew and staff. In addition, event guests were encouraged to dine at Beverly Hills local restaurants and cafés (which were also patronized by Vanity Fair’s event staff). See the attached list of merchants.

City staff (from numerous Departments including but not limited to Police, Fire, Community Services, Community Development & Transportation, Public Works, Parking Services, etc.)
worked closely with the Vanity Fair event planners, who were extremely responsive when issues arose and modifications were required. Immediately following the February 22 event, a recap meeting occurred with the appropriate City Departments and key Vanity Fair representatives to discuss areas of concern, review of the logistical elements, as well as provide suggestions for improvement and modifications (for both Vanity Fair and the City) for any future events. All aspects of the event were discussed (traffic, parking, use of City facilities, notification elements, better and increased amount of signage, security, etc.).

As is the case every year, the Vanity Fair's Academy Awards Event was highly publicized and broadcast throughout international press and media. Staff will provide copies of media materials, which is just a sample of the type of coverage that was provided and which includes numerous references to Beverly Hills as well as The Wallis Annenberg Center of the Performing Arts in Beverly Hills. In addition, Vanity Fair's program for the event provided to event guests included a full page special thank you to the City of Beverly Hills Mayor Bosse and City Council, as well as City Departments and staff.

In addition, event attendees and guests who were not residents of Beverly Hills were encouraged to take advantage of the City’s esteemed 4 and 5-star hotel accommodations, as well as experience all of the adjacent amenities that the City has to offer, including its world class shopping and fine dining.

NOTIFICATION EFFORTS
With any and all street closures that occur on the 400 block of North Crescent Drive, adjacent residents and merchants were notified of the upcoming activity and dates. The local churches located on Santa Monica Boulevard were also provided a letter detailing the event activity and street closure.

Also, additional signage and message boards (directional and “Crescent Drive merchants open”) were also provided in advance of the street closure. (Please Note: Additional signage was one area that was discussed after the event, and recommendations to increase the number of signs as well as modify the verbiage, were suggested (in particular, to help assist with traffic issues).

FISCAL IMPACT
Vanity Fair/Condé Nast paid for all City permits, fees and personnel costs related to the event. In addition, they provided a Certificate of Insurance for $2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION
The City Council approved the 2015 Vanity Fair's Oscar Party including the two week North Crescent Drive street closure and utilization of City Hall's Crescent Drive front lawn and courtyard areas. In addition, a three year commitment was also supported.

With the success of the 2015 event, Vanity Fair has confirmed its interest in moving forward with the 2nd year of the 3-year agreement, and holding its 22nd Annual Event in 2016 in the same venue. The date for the next Academy Awards has been confirmed as Sunday, February 28, 2016, so a street closure is proposed to be similar to this year, and would occur from Thursday, February 18 to Thursday, March 3, (and staff will encourage a briefer timeframe if it is possible).
Additional requests and recommendations for the future include: an increase in attendance/City representation to cover all City Officials, as well as an increase in the patronage of the Crescent Drive merchants. *Staff can also arrange for a meeting with Vanity Fair and the Crescent Drive merchants to see what other options may be considered.*

Vanity Fair's Oscar Party is the caliber of prestigious events that complements the City and Beverly Hills Conference and Visitors Bureau's (BHCVB) mission to promote Beverly Hills worldwide as one of the world's leading destinations, not only as a stay, shop and dine location, but also for conducting high profile events and activities. The Vanity Fair event augments the City's branding, and assists with the City's and BHCVB's marketing efforts to further expand and increase tourism activity and revenue.
City of Beverly Hills
Vanity Fair Event – March 2015

Local Merchants Utilized by Vanity Fair Event Crew and/or Event Guests

Vanity Fair Event Crew Utilized the services of the following merchants
Beverly Hills Market & Deli
  Clementine
  Crate & Barrel
Kelly’s Coffee & Fudge Shop
  Paper Source
Pioneer Hardware Store
  Rite Aid
  76 Gas Station
  Starbucks
  Urth Café
  Wally’s Vinoteca
  Whole Foods

Crew AND Guests utilized the services of the following merchants
(as well as encouraged to patronize)
Bouchon
  Bouchon Bistro
  CUT
Da Pasquale Trattoria
  La Dolce Vita
  La Scala
The Montage Hotel
  Mr. Chow
The Palm Restaurant
Sixty Beverly Hills
  Spago
  Sugar Fish
  Tiffany & Co.
  Xian
AND LASTLY
A Very Special
Thank-You
to

THE CITY OF BEVERLY HILLS,
MAYOR LILI BOSSÉ AND THE CITY COUNCIL

CITY OF BEVERLY HILLS
DEPARTMENTS AND STAFF
from:
CITY MANAGER'S OFFICE
COMMUNITY SERVICES
COMMUNITY DEVELOPMENT
FIRE
POLICE
PUBLIC WORKS

This event is neither affiliated with nor endorsed
by
THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
To Mayor Julian A. Gold, M.D.:

I am very pleased to present the Wallis Annenberg Center for the Performing Arts' proposal to host its fall Gala dinner on Crescent Street between North Santa Monica and South Santa Monica Boulevard on Tuesday, November 10, 2015 as part of our 2015/16 season fundraiser event entitled the “Duet Gala.” We will be presenting the world-renowned Israel Philharmonic Orchestra, conducted by the incomparable Maestro Zubin Mehta.

In our upcoming 2015/16 artistic season, we are expanding our programming and our fundraising foothold in Los Angeles by combining forces with American Friends of the Israel Philharmonic Orchestra to host this event. The Duet Gala will be for 1,000 guests and will include a cocktail reception on our Promenade Terrace and Fred Hayman walkway, a one-hour concert in the Bram Goldsmith Theater and with your approval, a full sit-down dinner in a tent we wish to erect on Crescent Street. This distinguished night will honor Founding Chairman of The Wallis, Chairman Emeritus of City National Bank and philanthropist Bram Goldsmith. It will also be co-chaired by 20th Century Fox Co-Chair Stacey Snider and her husband Gary Snider. This fundraising event is a major component in our 2015/16 season; it represents 13% of our earned revenue for the fiscal year and your partnership will play a vital role in us reaching our revenue goals.

Enclosed is information about the American Friends of the Israel Philharmonic Orchestra and the Israel Philharmonic Orchestra, an event timeline, a floorplan of the entire event (provided by our partner Classic Party Rentals) and other collateral materials. Please note that the event timeline may shift, as we are working with Classic Party Rental to shorten the tent building and strike deadlines.

Thank you in advance for your time and consideration. Should you require any additional information, please do not hesitate to contact me directly with any questions or requests.

I look forward to hearing from you in the near future.

All my best,

Tania Camargo
Managing Director

cc: Danielle Ames Spivak, West Coast Director of the American Friends of the Israel Philharmonic Orchestra
Cheryl Evanoff, Vice President of Sales at Classic Party Rentals
For nearly 80 years there has been a strong bond between North America and the Israel Philharmonic Orchestra. In fact, the IPO would not have come into existence without this vital relationship. In 1936, legendary scientist Albert Einstein hosted one of the first major fundraisers at the Waldorf Astoria, securing the financial support needed to officially form the Orchestra.

American Friends of the Israel Philharmonic Orchestra (AFIPO) was created in 1982 to formalize and broaden this relationship and tradition of giving. From the beginning, the fate of the IPO has rested largely in the hands of its North American supporters. In addition to generating an endowment and increasing the reach of the Orchestra through financial support of national and international tours, AFIPO was also instrumental in developing KeyNote, the educational arm of the IPO. KeyNote programs bring the joy of classical music to over 29,000 children in Israel each year, while promoting tolerance and mutual respect.

The Israel Philharmonic Orchestra

The Israel Philharmonic Orchestra (IPO) is the leading orchestra in Israel and globally recognized as a world-class symphonic ensemble. The Orchestra performs regularly in its home, the Charles Bronfman Auditorium in Tel Aviv as well as throughout Israel, including Jerusalem and Haifa. Additionally, it frequently tours internationally, travelling around the world from Asia to America. Since its inception, the IPO has enjoyed long-lasting relationships with renowned soloists and conductors which have kept it at the forefront of the classical music world. The longest and closest such relationship has been with the current Music Director, Maestro Zubin Mehta, who has been at the helm of the Orchestra for over 45 years.

The IPO is unique in its cultural diversity. Members of the Orchestra represent over 15 different nationalities. These world-class musicians were born, raised and educated in 17 different countries.
Los Angeles — Save the Date

Size: 8.5" x 6"

Print in HOT PMS and BLACK

Save the Date

The Duet Gala
Celebrating a World-Class Orchestra on a World-Class Stage

To benefit
Wallis Annenberg Center for the Performing Arts
and
Israel Philharmonic Orchestra
Maestro Zubin Mehta
Cocktails, Concert and Post-Concert Dinner Party at the Wallis Annenberg Center for the Performing Arts

Tuesday, November 10, 2015

Table packages and tickets are on sale now

For more information on the Israel Philharmonic Orchestra visit cafpm.org

duetgala@wac.org | onewallstreet.org/duetgala

RETURN SERVICE REQUESTED

© 2014 Crestron Intelligentsia Inc. All rights reserved
60' x 260' x 20' BAYS MID BEAM STRUCTURE

FRONT ELEVATION
Scale: 1:375

PLAN ELEVATION
Scale: 1:750

ISOMETRIC
Scale: 1 = 50 ft

END PROFILE
Scale: 1/16 = 1'-0"
AI/BHCC TIMELINE
Version 2 (Clare)
Works hours 7am to 7pm

Beverly Hills Cultural Center
450 N Crescent Drive
Beverly Hills

Saturday October 31st

8am     Heavy Equipment Delivered
8am   C Tents        Trench Plates Delivered
8am     SEC           Starts Delivering and Placing Ply and HVAC Units
8am   Classic Tents  Starts Placing Ply and Trench Plates
8am     Classic Floors Starts Delivering and installing Scaffold Floor

Sunday November 1st

7am     C Floors       Scaffold Floor Installation Continues
9am    Classic Tents  Beams and Skins Delivered

Monday November 2nd (LOADING DOCK NOW BLOCKED)

7am    Classic Floors  Scaffold Floor Installation Continues and Completes by EOD
7am    Classic Tents   Lays Base Plates behind C Floors and being raising Beams

Tuesday November 3rd

7am    Classic Floors  Railing
7am     C Tents        Continues Raising Beams and Begins to Pull Skins

Wednesday November 4th

7am    Classic Floors  Builds South Ramp. Finishes Exits
7am    Classic Tents   Final Skins Pulled. Gable Ends and Filler Panels

Thursday November 5th

RIGGING LIGHTING AND DECOR
7am C Floors Stage
7am C Tents Doors
7am SEC Starts Running AC Ducts and Delivers ADA Lift

Friday November 6th

RIGGING LIGHTING AND DECOR

8am SEC Continues HVAC Installation
9am Classic Delivers all 3 Kitchens and also Dish Up Area and Scullery Areas And Connectors

8pm ECP Carpets Overnight

Saturday November 7th

8am SEC Continues HVAC Installation
8am Classic Strings Rooms and Places Tables and Chairs

Sunday November 8th

8am Classic Dishroom Delivered

Monday November 9th (Preset)

8am SEC Completes HVAC Installation
8am Classic Service Bars, Stations and Green Room Rentals

Tuesday November 10th

8am Classic Cocktails and Arrivals Set Up

GALA

Midnight Classic Strike Cocktails, Tables, Chairs and Dishroom

Wednesday November 11th (Technical Strike)

8am Classic Strikes Kitchens and Exterior Rentals for access

Thursday November 12th
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**COMPLETE STRIKE BY MIDNIGHT**

**POSSIBLE PICK UP OF HEAVY EQUIPMENT MONDAY MORNING**