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
Beverly Hills, CA 90210

TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
https://beverlyhills-org.zoom.us/my/committee

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, January 27, 2022
4:00 PM

Pursuant to Government Code Section 54953(e)(3), members of the Beverly Hills City Council Liaison / Legislative/Lobby Committee and staff may participate in this meeting via a teleconference. 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.

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) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive/ Special Events/ Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.
Recent legislation was adopted allowing the Beverly Hills City Council Liaison/ Rodeo Drive/ Special Events/ Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

3) Request for Funding for Season 3 of the Rodeo Drive Podcast

4) Request from ESSENCE Communication, Inc. for an Alleyway Closure and Lane Use for Black Women in Hollywood Oscars Event at the Beverly Wilshire Hotel on March 24, 2022

5) Request from Los Angeles Marathon for Special Event Street Closures on March 20, 2022

6) Future Agenda Items Discussion

7) Adjournment

Huma Ahmed
City Clerk

Posted: January 20, 2022

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) 285-8881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
STAFF REPORT

Meeting Date: January 27, 2022
To: City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
From: Gabriella Yap, Committee Secretary
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney’s office recommend that the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee greater flexibility to conduct teleconference meetings
is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has been conducting such teleconference meetings for over a year.

INTRODUCTION

AB 361 allows the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act’s standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The
Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness of death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Gabriella Yap
Secretary of the
City Council Liaison / Rodeo Drive/Special
Events/Holiday Program Committee
Approved By
RESOLUTION NO. CCL-SEC-02

RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are
immunocompromised or unvaccinated to be able to safely continue to fully participate in public meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and
public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.

Section 5. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of this City.

Adopted: January 27, 2022

ROBERT WUNDERLICH
Presiding Councilmember of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of the City of Beverly Hills, California
Item 3
TO: City Council Liaison /Rodeo Drive/Special Events/Holiday Program Committee  
FROM: Laura Biery, Marketing and Economic Sustainability Manager  
DATE: January 27, 2022  
SUBJECT: Request for Funding for Season 3 of the Rodeo Drive Podcast  
ATTACHMENT: 1. Proposal from the Rodeo Drive Committee

INTRODUCTION
This report provides the City Council Liaison /Rodeo Drive/Special Events Holiday Program Committee (Mayor Wunderlich and Vice Mayor Bosse) with information about the third season of the Rodeo Drive Committee (RDC) podcast series titled “Only On Rodeo Drive,” a podcast dedicated to luxury and fashion on Rodeo Drive. This podcast series was initially presented and approved by the City Council on April 21, 2020. The second season was in 2021 and the third season will be in 2022.

DISCUSSION
Following successful first and second seasons, the RDC is proposing a third podcast season of eight episodes. This podcast series allows listeners to be guided on a journey through the past and present of iconic Rodeo Drive. The podcast will provide immersive experiences, behind-the-scenes stories and histories of some of Rodeo’s landmark boutiques. Each episode will be thirty minutes long and will cover topics such as; luxury collections, destination experiences, and the architecture and design of Rodeo Drive.

The RDC proposes to continue to use RDC President Kathy Gohari as the voice on the street. Additionally, Kathy will be joined by co-hosts Pari Ehsan (founder and creative director of Paridust) and Jason E.C. Wright (futurist, design thought leader and retail professional). The hosts will interview an exciting roster of participants and commentators.

FISCAL IMPACT
The RDC has raised $30,000 in sponsorship to partially cover the cost of the series and is requesting $20,000 from the City to cover the remainder of the expenses. The total estimated budget is $55,000 and the RDC will continue sponsorship outreach for the remaining $5,000. If approved by the City Council, funding is available in the City Council approved budget for Fiscal Year 2021-22 in the Tourism and Marketing budget (00101311).

RECOMMENDATION
Staff requests the City Council Liaisons review the information, provide feedback and consider the associated funding request. If the Liaisons recommend approving the third season of the podcast, an item will be taken to the full City Council for approval at a later date.
Attachment 1
“There’s nothing in the world quite like Rodeo Drive….”
Over two seasons, Rodeo Drive—The Podcast has established an expanding global audience in 97 countries with engagement across multiple social and digital channels. The series has received international media acclaim, a chart-topping presence in the Apple Podcasts charts in more than 31 countries, and attracted some of the biggest names in fashion, luxury and entertainment.

In its first season, listeners heard compelling and entertaining, behind-the-scenes stories about a group of visionaries, entrepreneurs and land owners, who transformed Rodeo Drive into an iconic, fashion and luxury thoroughfare. They were kept up to the minute on what was happening on the street as retailers, businesses and the community navigated the challenges of the pandemic and then social and political unrest. Season Two examined innovations, trends on the street and visions for the future as the fashion and luxury industries responded to unprecedented times and adapted to new opportunities.
Beginning early 2022, season three will immerse listeners directly in the experience of the street, embracing the post-pandemic reality, while keeping them engaged and up to date on current developments and conversations, what's happening behind the scenes and fresh stories in fashion, luxury, retail and entertainment. Eight compelling episodes will populate podcast audio and social channels, bringing the people on the street, participating guests and their stories to center stage.

RDC President Kathy Gohari will continue to be our voice on the street, taking a more in-depth role as storyteller and connector. A diverse team including **co-hosts Pari Ehsan (top right) founder and creative director of Paridust, leading fashion and art blog with 183k followers, and Jason E.C. Wright (lower right), futurist, design thought leader and retail professional**, along with an exciting roster of participants and commentators will join to navigate the new and the now.
Pari Ehsan is the creator behind Pari Dust, a digital platform for art and fashion. Pari Dust explores new ways to combine the elements of our visual world, offering windows into contemporary art, fashion, and the built environment through Pari’s unique lens. In an ever-evolving space, Pari seizes opportunities to engage in conversation with influential minds and collaborate with those artists, brands, fairs, galleries, museums and retailers who share and heighten her vision. The former architect was nominated by the Council of Fashion Designers of America (CFDA) for its inaugural Fashion Instagrammer of the Year. Ehsan has worked with MoMA, The New Museum, Tate Modern and art galleries including Pace, Perrotin, Hauser & Wirth amongst others. Pari is equally connected in the art and fashion communities. She celebrates the interactions and influence of art, design, and commerce, and how they merge to define our contemporary moment. Pari is half-Iranian and participated in the podcast episode By Appointment Only at The House of Bijan.
Jason E.C. Wright is the Founder of Burntsienna Research Society, a critical-thinking research consultancy for design histories, intangible culture, and reference materials. He is an accomplished designer, researcher and writer.

After twenty years in the fashion retail industry, Jason shifted from consulting to focus on design, craft and urbanism. "The Burntsienna Standards’ aim to update legacy and the past, root the present and enable the design and preservation of a more responsible future that genuinely enriches and elevates our collective experience.

Jason is Indiana born and raised, and now considers Los Angeles home. He takes his love of books seriously, serving as librarian-in-residence at home at Treehouse.
For the third season of 8 new episodes of Rodeo Drive-The Podcast, the City of Beverly Hills is invited to continue its support of the podcast with a contribution of $20,000.00 towards the production of the series. Production costs are estimated at $55,000.00. Producers have already secured underwriting commitments of $30,000.00 towards these production costs.

Series support of $20,000.00 from the City of Beverly Hills will include the following recognition and benefits:

- Credits in each of the eight episodes: Rodeo Drive-The Podcast is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.
- Opportunity for City editorial/messaging in episode newsletters.
- Media and social media collaboration including press releases, targeted media outreach, and three social posts per episode.
- Credits in all media materials, tags in social media posts, namee in episode newsletters, on Rodeo Drive website and on all podcast platforms.
- Episodes will enhance, elevate and support Rodeo Drive.
- The series connects listeners in 97 countries in 6 continents with Rodeo Drive and Beverly Hills.
Season Three of Rodeo Drive-The Podcast is presented by the Rodeo Drive Committee *with the support of The City of Beverly Hills.*

Underwriters include:

*The City of Beverly Hills*–$20,000 TBA

The Hayman Family - $10,000.00 Confirmed.

Two Rodeo Drive - $10,000.00 Confirmed.

MCM - $5,000.00 Confirmed.

Beverly Hills CVB - $5,000.00 Pledged.
RODEO DRIVE–THE PODCAST  SEASON THREE/ 8 EPISODES BUDGET

TALENT FOR SEASON THREE/ 8 EPISODES
(Hosts/talent) $20,000.00

PRODUCTION FOR SEASON TWO/ 8 EPISODES
Research & development
Wrangling & booking
Writing and Editing
Engineer/mixing
Post production
Music research & licensing
Distribution via and subscription to multiple podcast platforms
Sub-Total $25,000.00

AUDIENCE DEVELOPMENT FOR SEASON THREE/ 8 EPISODES
Promotion to enhance listenership $10,000.00

TOTAL COST SEASON THREE/ 8 EPISODES $55,000.00
Monogram to metaverse with MCM Global Creative Officer Dirk Schönberger

Frieze in Beverly Hills - The Art in Shopping and New Artist Collaborations.

The Return Of The Runway and Climate Positive Collections.

Designs on The Future - Brunello Cucinelli and Leading Designers on The Street.

Sport + Fashion - Shapes and Subcultures, informing the Vibe of the Time.

Rodeo Drive - A Force of Influence in Luxury Retail.

A Passion for Cars.

What’s Next on Rodeo Drive - Peter Marino on the Cheval Blanc.

Sneaker Love - from Onitsuka Tiger to Golden Goose to Jimmy Choo.

High Jewelry for the Modern Heroine.

Episode titles and content subject to change.
## Season One and Two | Statistics

As of today, there are over 2 million podcasts and 48 million episodes in the world. In each country, only 250 podcasts make it into the *Apple Podcasts* Charts in various categories. The charts are based on algorithms drawn from popularity and listenership.

<table>
<thead>
<tr>
<th>24% Increase in Charting Around the World</th>
<th>59% Growth in Global Reach Listened to in 94 Countries</th>
<th>High Ratings &amp; Positive Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Season Two has charted (entered Top 250 podcasts) in <strong>31 countries</strong> in the Arts and Fashion &amp; Beauty categories on Apple Podcasts, representing a <strong>24%</strong> increase from Season One.</td>
<td>At the close of Season Two the podcast is listened to in <strong>97 countries in 6 continents</strong>: North America, Europe, Asia, Australia, Africa, South America, representing a <strong>59%</strong> increase in reach from Season One.</td>
<td><strong>4.9/5-star</strong> ratings on Apple Podcasts.</td>
</tr>
</tbody>
</table>

The series, at the close of Season Two has ranked in the Top 50 of globally-ranked podcasts in **27 countries**, representing an **8%** increase from Season One.

**Countries** with the most listens: United States, Canada, United Kingdom, Australia and France.

Sources: Apple Podcasts, Chartable, Acast, and Podcast Insights.
In the Apple Podcasts Arts and Fashion & Beauty categories, chart topping positions for Rodeo Drive-The Podcast include:

#1 in Canada, Kuwait, Belgium, Ecuador
#2 in United Arab Emirates, Cambodia, Singapore
  #4 in Italy
#5 in Spain, Turkey, South Africa, Netherlands
  #6 in Mexico and Ukraine
  #11 in UK
#12 in Kenya
#13 in India
#15 in Ireland and Brazil
#16 in New Zealand
  #18 in Sweden
  #20 in France
  #24 in Australia
#28 in USA, #30 in Germany, #33 in Taiwan, #47 in Kenya, and #49 in Russia.

Source: Chartable.
SEASON TWO | LEADING VOICES IN FASHION, LUXURY AND ENTERTAINMENT

Mattia Agazzi, head chef at Gucci Osteria da Massimo Bottura
Tom Blumenthal, CEO of GEARYS Beverly Hills
Nicola Caglia, regional manager at Jaeger-LeCoultre
José Eber, legendary hairstylist
Robert Fairer, fashion photographer
Amy Fine Collins, author, editor-at-large at Airmail and special correspondent to Vanity Fair
Richard Thompson Ford, Stanford Law Professor and author of “Dress Codes: How The Laws of Fashion Made History”
Sarah Gay Forden, author of “The House of Gucci: A Sensational Story of Murder, Madness, Glamor and Greed”
David Foster, musician, composer and producer
Steven Gaines, author of “Simply Halston”
Merle Ginsberg, fashion journalist
Kathy Gohari, President of the Rodeo Drive Committee
Paul Goldberger, architecture critic
Vikki Johnson, development consultant
Iris Ko, anesthesiologist and watch collector
Humberto Leon, fashion designer and restaurant owner
Ming Liu, writer and journalist
Filippo Ricci, son and Creative Director of Stefano Ricci
Nicolò Ricci, son and CEO of Stefano Ricci
Stefano Ricci, Founder of the House of Stefano Ricci
Royal Kennedy Rogers, producer and director of “Hollywood’s Architect: The Paul R. Williams Story”
Greg Simonian, president of Westime
Rebecca Suhrawardy, Forbes Columnist
Solve Sundsbo, fashion photographer and filmmaker
Tamtam, singer-songwriter
Dana Thomas, fashion and culture journalist and bestselling author
Kathy Vance, producer and director of “Hollywood’s Architect: The Paul R. Williams Story”
Julie Wagner, CEO of the Beverly Hills CVB
Luning Wang, columnist for Financial Times China
Pamela White, architect
Bill Wiley, Director at CBRE, worldwide leader in real estate
Rayni Williams, owner and agent at The Beverly Hills Estates
SEASON TWO | RISE OF 263% IN ENGAGEMENT LEVELS ON RODEO DRIVE INSTAGRAM

SEASON ONE
2,137 likes.

SEASON TWO
5,616 likes.
SEASON TWO | POSITIVE FEEDBACK FROM FOLLOWERS ON SOCIAL MEDIA

@cosgravebronwyn Thank you @rodeodrive for inviting me to join the discussion! 😊😊😊
29w 2 likes Reply

@cosgravebronwyn @amyfinecollinsibdl @solvesundsbostudio @danathomasparis
Thank you Rodeo Drive and Bronwyn 🙊 a super chat in super company 🔥
Extremely honoured.
29w 3 likes Reply

@cosgravebronwyn @amyfinecollinsibdl
I love this podcast!
10w 1 like Reply

@cosgravebronwyn @amyfinecollinsibdl
I love everything about this!
4w Reply

@cosgravebronwyn @amyfinecollinsibdl
Thanks for having me be a part of this 🤗
8w 1 like Reply
SEASON TWO IN THE MEDIA

Rodeo Drive podcast provides new escape

By Laura Coleman / January 7, 2021

While travel to Beverly Hills has diminished due to the coronavirus, more people are expected to visit Rodeo Drive later this year. (photo by Brica Wilcox/courtesy of the Rodeo Drive Committee)

“Podcasts allow people to experience the magic of our iconic street and feel the creativity, passion and exuberance from wherever they are in the world,” said Councilwoman Lili Bosse, who served as City Council liaison along with Mayor Lester Friedman to approve the funding.

Anderton also noted the power of podcasts, and their increasing popularity, as a compelling storytelling medium.

“Podcasts have expanded exponentially. And what that attests to, is people like hearing each other speak. They like hearing stories that go straight from mouth to ear,” she said. “That’s very interesting at a time when we’ve become a very visual culture ... and for people to still desire what is a very traditional form of storytelling ... has been a great education to us all.”
DISTRIBUTION ACROSS MAJOR PODCAST PLATFORMS
The series is distributed across all major podcast platforms including Apple Podcasts, Spotify, SoundCloud, Google Play, Deezer, TuneIn, Stitcher and iHeartRadio, among others across 97 countries in 6 continents.

INSTAGRAM
Dedicated in-feed posts and stories on @rodeodrive reach more than 76.4k followers three times per episode.

FACEBOOK
Dedicated posts on @rodeodrive reach more than 76.2k followers per episode.

RODEO DRIVE WEBSITE
Dedicated podcast page on website draws an average UMV of 11,175.

RODEO DRIVE-THE PODCAST NEW RELEASES AND NEWSLETTERS
Distributed to a curated list of influential figures and media in fashion, luxury, culture and entertainment for every episode.
AUDIENCE DEMOGRAPHICS

Gender:
- Female: 41%
- Male: 49%
- Not Specified: 2%
- Non-Binary: 0%

Age:
- 0-17: 2%
- 18-22: 7%
- 23-27: 16%
- 28-34: 23%
- 35-44: 11%
- 45-69: 22%
- 60-85: 14%
- Unknown: <1%

Source: Spotify 1/8/22.
SEASON TWO | EPISODES IN ORDER OF LISTENERSHIP

1. From Runway to Screen: Reimagining the Fashion Show
2. Flying High: The Story of Stefano Ricci
3. Two Rodeo Drive: The Street of Dreams
4. Kick the Sweatpants, Get Ready to Dress
5. Cuisine meets Couture: Mattia Agazzi and Humberto Leon
7. Time Moves On: The Modern Watch Collector
8. Destination 90210: The Allure of Beverly Hills

Source: Chartable, January 1, 2022
ALL TIME | TOP 3 MOST POPULAR EPISODES

ALL TIME FAVORITES

1. By Appointment Only at The House of Bijan
2. It Smelled Like Money - The Story of Giorgio Beverly Hills
3. Meet Moncler Genius Sergio Gambon and his Los Angeles Collaborators

Source: Chartable, Acast, Spotify, January 9, 2022
RODEO DRIVE-THE PODCAST

Season Three launches early 2022
INTRODUCTION

This report is submitted to the City Council Liaisons for the approval of an alleyway closure for the ESSENCE Black Women in Hollywood Awards proposed to be held once at the Beverly Wilshire Hotel on Thursday, March 24, 2022. This event is to honor black women in Hollywood and their contributions to the entertainment industry. 2022 marks the 15th anniversary of the event.

DISCUSSION

This proposal (Attachment 1) comes to City as a request from ESSENCE Communication, Inc. (“ESSENCE”) for approval of a road closure the ESSENCE Black Women in Hollywood Awards, a private event to be held at the Beverly Wilshire Hotel on March 24, 2022. The proposed closure will be of the active 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 proposed closure of the alleyway is from 10:00pm on Wednesday, March 23, 2022 to 6:00pm on Thursday, March 24, 2022, with the event itself from 11:00am – 2:30pm on Thursday only. According to the proposed layout this alleyway will be used for a step and repeat and red carpet area during the event. Because of the large number prominent attendees, as well as providing additional space for social distancing due to COVID, additional space not currently existing at the hotel would be made available by the alleyway closure. Additional meters on S. Rodeo Drive would be closed, utilized instead for drop offs. Guest pick up would be through normal valet operations in the hotel.

The proposed road closure comes from ESSENCE Communication, Inc. through production company MVD Inc. ESSENCE is media, technology, and commerce dedicated for Black Women, and MVD Inc. is a leading minority-owned and women-led boutique creative agency. The goal of the ESSENCE is to recognize the work that Black Women have contributed in the field of entertainment. This event is growing in size and scope each year, and while its been held in Beverly Hills for many years, the recent increase in attendance and press coverage has
caused a need for additional room. This alleyway closure was held successfully and safely in both 2019 and 2020.

The event will consist of a cocktail reception, seated luncheon, and award show in the Hotel ballroom to will recognize Black Women’s contribution to the entertainment industry. Past recipients include people such as Oprah, Kelly Rowland, Jada Pinkett Smith, John Legend, Gabrielle Union, Vanessa Williams, and Sean Diddy Combs. This event is expected to have up to 500 attendees and 30 press outlets. ESSENCE Black Women in Hollywood Awards will be in line with the City’s goal to support tourism, local businesses and bring culture into the City. ESSENCE pledges that these awards contribute positively to the recognition and image of the City as their proactive selection of the location in Beverly Hills has been intentional for the past 15 years, and for the past 5 at the Beverly Wilshire Hotel.

ESSENCE, along with its partner the Beverly Wilshire Hotel, is soliciting letters of support from the effected businesses. As in previous years, there should be little impact to the area’s residents as noise will remain minimal throughout the day and during the event. Traffic impacts will be minimal as well, as the meter lane on S. Rodeo Drive provides the necessary space to not block traffic lane for arrivals. The required letters of notification for street closures and special event use will be distributed to adjacent businesses and residents.

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, hopes to have similar alleyway closures more frequently approved as an attractive pre-function option for large scale events in lieu of utilizing their former terrace space.

ESSENCE would like to explore options for partnership with the City of Beverly Hills on the future. City Partnership is considered when an outside group or organization is requesting the City’s support in the form of in-kind or waiver of fees. Events are still independently managed by the outside group and the City is not the lead organizer, i.e. Mazon, Farhang Foundation, etc. For partnerships or it has been the City’s practice to review requests from individuals, local organizations and/or groups deemed as providing programs that are considered a public benefit.

FISCAL IMPACT

All expenses related to this event are the responsibility of ESSENCE, 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. Past cost for this event in 2020 were $12,894.50 total (the event was not held in 2021 due to the pandemic):

<table>
<thead>
<tr>
<th>Fees to be paid by ESSENCE</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Fire Personnel</td>
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<td>Street Closure</td>
<td>$6,987.00</td>
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<tr>
<td>Parking Meters – Signs &amp; Revenue</td>
<td>$212.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$12,894.50</strong></td>
</tr>
</tbody>
</table>

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

Staff is requesting direction from the City Council Liaisons regarding approval of the proposed alley way closure. All street closures and/or reduction of City fees for special events must be approved by City Council. Unless Liaisons have any questions or concerns, staff will bring the proposal to Council to the February 15, 2022 meeting, and administratively issue the permit after approval.
Attachment 1
ESSENCE
BLACK WOMEN IN
Hollywood
CITY LIAISON PRESENTATION
Type and name of organization hosting the event

Founded in 1968, Essence Communications Inc. (ECI) launched ESSENCE, a ground-breaking magazine created exclusively for African-American women in 1970. For 52 years, the company has flourished and expanded beyond the pages of its flagship magazine to generate brand extensions such as Essence.com, ventures in digital media (mobile, television and VOD) via Essence Studios.

As the premiere destination for news, entertainment, and motivation, ESSENCE is committed to Black women everywhere and continues to inspire a loyal audience of more than 24 million with captivating storytelling and intentional content. With its iconic magazine; digital, video and social platforms; television specials; books; live events, including the iconic tentpole event, Black Women in Hollywood, the multi-platform powerhouse continues to dominate in publishing, experiential and online.

Today, Essence Communications is owned by Essence Ventures, an independent Black-owned, technology-driven company dedicated to fusing content, community and commerce to inspire and meet the evolving cultural and lifestyle needs of people of color.
ESSENCE BWIH 2021 | City Liaison Presentation

Type of event (Include draft program schedule)
Note: if this event is a fundraiser please include non-profit beneficiary

ESSENCE Black Women in Hollywood Awards is an annual celebration that honors pioneering and immensely talented Black women in Hollywood - both in front of the camera and behind the scenes. The flagship Oscar Week event will celebrate its 15th anniversary as ESSENCE honors actresses and talent who are making their undeniable mark in entertainment, forging forward their own definition of what it means to be a Black Woman in Hollywood. The highly anticipated event will feature a red carpet, sponsor lounge, cocktail reception, luncheon, and formal award show stage presentation. The tentative schedule is as follows:

11:00 AM    Red Carpet Arrivals & Cocktail Hour
11:50 AM    Red Carpet Closes
12:00 PM    Guests Seated
12:15 PM    Luncheon Begins
02:30 PM    Luncheon Ends

Dates and hours for the event

- Event: 03/24/22 (11:00 AM-2:30 PM)
- Alleyway Usage: 03/23/22 (10:00 PM) - 03/24/22 (6:00 PM)

Location of the event

Beverly Wilshire Hotel, 9500 Wilshire Blvd, Beverly Hills, CA 90212 (Ballroom and alleyway that leads into ballroom). We are humbly requesting to permit the usage of the Beverly Wilshire alleyway for the red carpet to allow for more talent to pass through + additional space for press and media coverage.
Total overall budget (funding & expenses) associated with the event

The 2022 ESSENCE Black Women in Hollywood anticipated revenue is $1M with estimated expenses at $908K.

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

Please see Appendix for three letters of support from various local Beverly Hills community figures.

Expected number of attendees

The overall attendee count will be close to but no more than 500 people.

Target demographic for event

BWIH event is a private invite only event for entertainers, entertainment professionals, brand sponsors, and executive of Essence Ventures. The annual gathering also generates a significant amount of press - covered by nearly 30 outlets in person at the event - with millions of post impressions.
Explain the public benefit of the event (Must meet one or more of the following criteria):

- Boosts tourism by attracting residents and visitors the City
- Provides an opportunity for community engagement
- Contributes positively to the recognition and image of the City.

ESSENCE’s Black Women in Hollywood will contribute positively to the recognition and image of the city as guests gather to celebrate its’ 15th anniversary this March and honor Black Hollywood’s trailblazers and stars. For 52 years (1970-2022), they have been at the epicenter of representation for black women in American popular culture - speaking to, about, and for a community that, although often and traditionally overlooked, continues to set trends, break ceilings, and march at the forefront of culture.

In efforts to expand their reach beyond the pages, ESSENCE began illuminating Black women’s achievements in Hollywood through their annual gala luncheon. Since its inauguration 15 years ago, ESSENCE has proactively actively chosen to host the Black Women in Hollywood Awards in the beautiful city of Beverly Hills; for the last 5 years at the iconic Beverly Wilshire Hotel. With ESSENCE ever growing popularity in the digital world and viral speeches, the luncheon continues to gain popularity, recognition and is covered by every major media outlet, both nationally and internationally.

With 2022 marking the 15th anniversary, this year is slated to be the most awe-inspiring event to date. Permitting ESSENCE to close/occupy the alleyway leading to the Beverly Wilshire Ballroom will not only allow for more celebrities and talent to attend, but will also provide more space for media and press outlets.

Lastly, and most importantly, this will show the public-at-large an intentional partnership of racial inclusivity by the City of Beverly Hills.
ESSENCE BWIH 2021 | City Liaison Presentation

Name notable attendees connected to the event; board of directors, etc.

Oprah Winfrey, Regina King, Viola Davis, Whoopi Goldberg, Zendaya, Shonda Rhimes, Issa Rae, Angela Bassett, Janet Mock, Kerry Washington, Laverne Cox, Ava DuVernay, Tracee Ellis Ross, Cynthia Erivo, Janelle Monae, Yara Shahidi, Kelly Rowland, Lena Waithe, Jada Pinkett and Will Smith, John Legend, Debbie Allen, Taraji P. Henson, Gabrielle Union, Angela Bassett, Sean Diddy Combs, Halle Berry, James Cameron, Queen Latifah, Emma Stone, Kerry Washington, Tom Cruise, Katie Holmes, Zoe Saldana.

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

The 15th annual ESSENCE Black Women In Hollywood will be an invite-only, private event.

Describe how publicity/marketing will be managed

Publicity and Marketing will be co-managed between MVD Inc and the Essence team—who, in addition, will manage red carpet arrivals. See appendix for previous years metrics and reach.

Permits requested for the event
If a street closure is required, provide associated schematics

We are requesting a street closure of the Beverly Wilshire alleyway that leads into the ballroom, directly off of South Rodeo Drive. Please see attached appendix for rendering of requested street closure.
Impact to the City as it relates to traffic, noise, and parking

The requested closure will cause a minimal impact on the city. The alleyway is not an official public street and therefore will very minimally disrupt traffic on South Beverly Drive. The valet parking plan will continue to be managed by the Beverly Wilshire through their main entrance. This request is for a step & repeat with a red carpet which means there will not be any amplified music or sound.

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

Essence Magazine would like to propose a partnership for this year’s event and highlight the support of the City of Beverly Hills. In return, we are seeking a discount or reduction to permitting fees and staffing fees for the closure of the alleyway. This partnership can also include a tie-in with the Black community of Beverly Hills; involving giving back to film students and young artists.
APPENDIX - LETTER OF SUPPORT

PENDING - BEVERLY WILSHIRE HOTEL TO PROVIDE
APPENDIX - LETTER OF SUPPORT

Friday, January 14, 2022

To whom it may concern:

Beverly Wilshire, A Four Seasons Hotel supports the request for the utilization of the alley behind the hotel off S. Rodeo Drive for the red carpet arrivals of attendees for the Essence Black Women in Hollywood event on Thursday, March 24, 2022.

This unique red carpet arrival would be beneficial to the client as well as the hotel and will further promote and attract these types of events to the City of Beverly Hills.

Please do not hesitate to contact me with any questions or concerns. I may be reached directly at 310.858.2376 or via email at melissa.sims@fourseasons.com.

Cordially,

Melissa Sims
Hotel Manager
APPENDIX - ALLEYWAY RENDERING

[Diagram of an alleyway with various elements labeled, including check-in, security, cable run, drape, rope & stanchion, lighting, biker barricade, hedge, check-in table, and more. Dimensions and key for the diagram are also included.]
ESSENCE COMMUNICATIONS

ESSENCE has a total of 20.2 million touchpoints across the media-sphere

- 6.8M Digital
- 6.6M Social
- 6.3M Print
- 500K+ Live Events

1 in 4 African American Women engage with Essence, reaching more African American women than any other general market competitor

OUTSIDE MEDIA COVERAGE

In 2020 alone, ESSENCE Black Women in Hollywood Awards received over 2.1 Billion PR impressions.

Coverage outlets included:

- E! News
- Buzzfeed
- Bravo TV
- In-Style
- Forbes
- The Hollywood Reporter
- TMZ
- Variety
- & Many More!
APPENDIX - COVID PLAN

To ensure the health and safety of all staff and guests, we will continue to follow the County stipulations as well as monitor the evolving covid protocols landscape. Precautions will include:

- Vaccination Mandate & Verification
- Medical Grade Masks readily Available
- Contactless Interaction
- Hand Sanitizing Stations
- Negative PCR Test for all Attendees
- On-Site Covid Compliance Officer
- Symptom Screening
- On-Site Information Signage
THANK YOU!

CONTACT
For questions & comments.
213.770.4207
INFO@MVDINC.US
TO: City Council Liaison/Rodeo Drive Committee/Special Events
FROM: Magdalena Davis, Special Event and Filming Coordinator
DATE: January 27, 2022
SUBJECT: Request from Los Angeles Marathon for Special Event Street Closures on March 20, 2022

ATTACHMENT:
1. Proposal Letter from LA Marathon
2. 2022 Los Angeles Marathon Course Map Beverly Hills Segment
3. Marathon Timing Estimates
4. Letters of Support from Beverly Hills Chamber of Commerce and Beverly Hills Conference and Visitors Bureau

INTRODUCTION
The McCourt Foundation (TMF) Los Angeles Marathon is requesting support of its annual 2022 race “Stadium to the Stars”. This race has taken place with Beverly Hills support over the last twelve years, including most recently a postponed 2021 Marathon in November. TMF requests to have the route, with street closures, continue to go through Beverly Hills, along with the cities of Los Angeles, West Hollywood, and ending now for the second time in Century City.

The Los Angeles Marathon is requesting support to hold the race on Sunday, March 20, 2022. The current Marathon proposal is based on the most current information and approval from the Los Angeles County Department of Public Health.

Although typical to seek a multi-year agreement of support for the LA Marathon as in prior requests, with this unique situation of a continuing pandemic, TMF has sought to only seek support for the proposed 2022 date.

DISCUSSION
Each year, the City receives a request from race organizers to confirm both a route and date for the annual event. TMF is 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 twelve years, typically with multi-year agreements of support. With the fluid situation that Coronavirus Pandemic (“COVID-19”) continues to bring to the race, organizer seek instead to request the support of this year only.

The McCourt Foundation requests that Sunday, March 20, 2022, be approved for special event street closures (Attachment 1) on the same route that has been previously safe and successful. This 2021 route ended in Century City, and Marathon organizers worked with City staff to
manage a new detour at Moreno on South Santa Monica Boulevard. This update to operations for the event was executed safely.

COVID and Safety

Public safety continues to remain the utmost priority for TMF, the City, and all involved in the LA Marathon. Organizers continue to work closely with the County of Los Angeles and other medical professionals to ensure the safety of event participants and spectators by forming a Medical and Operations Advisory Group, including the International Institute of Race Medicine, to help guide safe racing.

All parties recognize that this request is dynamic and the COVID response situation is fluid. The LA Marathon continues to implement a COVID plan and continue to work on it with LA County Department of Public Health. The plan has specific details to plan for the safety of participants, staff, and volunteers, as well as recommendations for spectators as highlighted below:

- A requirement that all participants and volunteer be vaccinated, or pass a rapid testing protocol
- Practical requirements pertaining to physical distancing, masking and hygiene including
- Revising start and finish line to better space out runners
- Reducing the size of the race field for increased spacing on the race course
- Prepackaging of all food and beverage to minimize contact

The support of the City may be withdrawn at any time due to a local, state or federally declared emergency, and in accordance with all LA County Department of Public Health directives. There are currently no plans for a contingency date.

Route and Schedule

The LA Marathon is requesting to take place on Sunday, March 20, 2022, with street closures in the City from 5:00 am - 1:00 pm. The street closures will continue to be the same as the last Marathon in November within City limits and include portions of Doheny Drive, Burton Way, S. Santa Monica Boulevard, Rodeo Drive, and Wilshire Boulevard. The overall route for 2021 was updated however to now end in Century City (Attachment 2).

While the finish line itself is in Century City, traffic detours, on S. Santa Monica Boulevard at Moreno Drive, and N. Santa Monica Blvd at the Western border just past the Hilton and Waldorf Astoria Hotels, will impact the City at our border. Additional traffic control resources, including Police Officer and Public Works personnel were deployed to the impacted intersections at 1:00pm upon the streets reopening, and managed the detour until the roads are allowed to open completely, at approximately 6:00pm. No roads are closed in the City after 1:00pm, including S. Santa Monica Blvd. Full business access is maintained. This final timing schedule and operations will be confirmed by LA Marathon with City staff including BHPD (Attachment 3).

The Marathon organizers estimates approximately 15,000 participants, including “Students Run LA” runners, who complete the route in part. As in years past, City staff coordinated with LA Marathon organizers to limit impacts to residents and businesses, ensuring streets were opened no later than 1:00 pm. LA Marathon representatives have confirmed that all streets in the City will open no later than 1:00 pm still, although as the part of the updated route City traffic control resources may be necessary until 6:00 pm at the West border of the City.
Notification, Marketing, and Partner Support

Extensive notification is provided throughout the Beverly Hills community from the Marathon, which include information for residents, businesses and churches and temples along the route. Both the Conference and Visitors Bureau (CVB) and Beverly Hills Chamber of Commerce (Chamber) have written support for the event (Attachment 4), and LA Marathon have committed to additional outreach specific to businesses on N. and S. Santa Monica Boulevards. The Rodeo Drive Committee, while not providing a letter of support, did receive the confirmation that Rodeo Drive is still scheduled for an opening time of 12:00pm.

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 CVB websites. The Marathon representatives will ensure that the CVB knows the new route may attract more hotel and hospitality business to the City, with the finish line now closer to Beverly Hills.

This year, wide-ranging broadcast coverage of the Marathon will continue not only through local channel KTLA, but nationally and worldwide as well on channels including International Fox Sports channels, and Star/WGN Networks.

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. City staff, Metro and 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 LA Marathon hosted meetings.)

An independent unaffiliated social media bike ride group known as the ‘wolfpack’ have participated on their own. In November 2021, they entered the Beverly Hills segment of the course and traveled through without incident, and with observation by BHPD. City staff will continue to monitor the groups participating this year.

The Marathon’s charity program provides a platform for approximately 70 nonprofits to raise millions of dollars each year through the Marathon. Since the marathons inception in 1988, its charitable impact has exceeded $50,000,000. In 2019, the marathon raised over $2.7M, including local Beverly Hills based recipient Concern Foundation, which raised $194,000 in a single year, and over $1 million to date since partnering as an Official Marathon Charity.

Operated by a nonprofit (The McCourt Foundation), 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 throughout the Greater Los Angeles Area, including the Concern Foundation. As a nonprofit organization, TMF is required to file with the City’s Charitable Solicitations Commission.

FISCAL IMPACT

All City permits and fees and any associated costs have been the responsibility of The McCourt Foundation, and include full cost recovery for personnel costs, equipment, signage, etc. There is no waiver of fees, however the Marathon does qualify for the non-profit rate for street closures.
For the 2021 event, the only increase in personnel was to staff the traffic detours on the West side of the City while street closures are still in place near the finish line. This additional cost to the Marathon is accounted for at an hourly rate in the table below.

The 2020 costs were $158,030.00, and the 2021 costs were $167,829. The fees are estimated to be similar for 2022, given that this event is occurring within the same fee schedule, but may change based on the traffic detours, or other requests from race representatives.

Estimate for 2022 LA Marathon based on current rates:

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<thead>
<tr>
<th>Fees (Paid by TMF)</th>
<th>Estimated Cost</th>
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<td>Permits</td>
<td>$3,694.00</td>
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<tr>
<td>Street Closure</td>
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<td>Police Department</td>
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<td>Equipment, No Parking Signs, etc.</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$167,829.00</strong></td>
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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 McCourt Foundation.

**RECOMMENDATION**

City Council Liaisons feedback and approval is respectfully requested regarding support of The McCourt Foundation Los Angeles Marathon on Sunday, March 20, 2022 on the “Stadium to the Stars” route with street closures as described above from 5:00am – 1:00pm. Unless Liaisons have any questions or concerns, City staff will bring the completed proposal to City Council at the February 15, 2022 Formal Meeting.
Attachment 1
January 11, 2022

Mayor Wunderlich
Vice Mayor Lili Bosse
Council Liaisons
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Councilmembers:

I hope this letter finds each of you well.

The 2021 Los Angeles Marathon was safely conducted, and the event production went off without any issues including operations at the new finish line on Avenue of the Stars. On behalf of all involved, thank-you for the City’s continued support and enthusiasm for the Los Angeles Marathon. For 12 years now, we have developed and maintained an outstanding relationship with the team in Beverly Hills spearheaded for the last few years by Magdalena Davis. This relationship has been based on trust, hard work, problem solving, and commitment to the Beverly Hills Community and our participants. We would like to continue this outstanding track record of success in 2022.

Please consider our CITY SPECIAL EVENT REQUEST as follows:

1. **Hosting Organization**
   The McCourt Foundation, Inc.

2. **Type of Event**
   37th Annual Los Angeles Marathon
   The Marathon annually raises around $4M to support mostly local causes. The Marathon annually donates $900,000+ in goods and services to grade school and high school programs through our partnerships with LAUSD and Students Run LA. The McCourt Foundation is a 501(c) 3 nonprofit with the mission to empower communities to build a healthier world. The Marathon is platform that supports our mission by providing the community with a aspirational healthy lifestyle goal, supports our Nonprofit Partnership and Youth Health & Wellness programming and our support for research leading to cures for neurological diseases.
3. **Dates & Hours**
   The 2022 Marathon date is March 20, 2022. We have every confidence that the race will be able to go on this date and we are not currently planning any contingency dates. It goes without saying that **the race will be held in full compliance of then applicable state and local health guidelines.** Race start time and timing of the race traversing Beverly Hills are exactly the same as the 2021 Marathon. No changes.

4. **Location**
   The race course, including the section through Beverly Hills, is exactly the same as the 2021 Marathon. No changes. Please see additional map.

5. **Budget**
   With paid registration numbers trending similar to the 2021 event, we estimate:
   - Total revenues $3.7M
   - Total expenses $3.7M including the support of our charitable/nonprofit platforms and programs

6. **Letters of Support**
   Please see attached letters from Beverly Hills Chamber and CVB.

7. **Number of Attendees**
   We are forecasting approximately 15,000 participants including Students Run LA.

8. **Demographics**

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<thead>
<tr>
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<th>Percentage</th>
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<td>African American</td>
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<tr>
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<tr>
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<table>
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<tr>
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<tr>
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<tr>
<td>Entry Level</td>
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</tbody>
</table>

9. **Public Benefit**
   The Marathon’s live local and national, and international edited programing, and digital platforms reach:
   - 3.79 Billion media impressions
   - 1,123,000 digital reach
   - 450,000,000 broadcast reach

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the Marathon experience. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national, and international spotlight for Beverly Hills’ signature style and renowned businesses. Rodeo Drive is routinely and overwhelmingly voted “Favorite Landmark” by participants over the entire 26.2-mile course, and one of the driving factors many choose to participate in the Marathon. The Beverly Hills section is always a point of media focus for our directed media.
As the new Marathon finish line at Avenue of the Stars in Century City becomes known and established (and the race returns to normal participant numbers) the Finish Line in Century City will bring substantially more business to Beverly Hills hotels, restaurants, and retail due to proximity to the Finish Line and ancillary events.

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

10. **Notable Attendees**
Some of the world’s best marathon runners and wheelchair racers. Celebrity runners are expected but to be announced.

11. **Ticketing**
The event is open to anyone 16 years of age or older on race date.

12. **Publicity**
PR for the event will be handled through an agency hired by The McCourt Foundation and supported through our relationships with KTLA, the Los Angeles Times, and other media outlets.

13. **Permits**
Special Event Permit Application was submitted in December 2021. All necessary permits will be applied and paid for.

14. **Impact**
See attached map for impact on the City. With notices and expeditiously reopening the course, we intend to minimize impacts to residents and businesses.

15. **City Requests.**
Our street closure requests of the City are the same to the 2021 Marathon planning. We are also requesting non-profit status for the use of Rodeo Drive.

Thank you for your tremendous support in making the 2021 Los Angeles Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,

Murphy Reinschreiber
Chief Operating Officer

Cc: Howard Sunkin
Attachment 2
LA Marathon – 2021 Course
City of Beverly Hills
Sunday, March 20, 2022
Attachment 3
## LA Marathon – 03/20/22 Timing Estimates

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Attachment 4
January 12, 2022

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

Dear Honorable Mayor Wunderlich and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Los Angeles Marathon in 2022 and including the proposed route through Beverly Hills.

The Los Angeles Marathon is an important community event that brings positive attention to Beverly Hills. 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 of the LA Metro D Line Subway, as well as to follow proper safety protocols with regard to COVID-19. We are confident that the involved parties can work together to continue the Marathon’s run of excellence.

Sincerely,

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce
January 18, 2022

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 20, 2022.

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