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

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

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
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)

Tuesday, June 20, 2023
8:30 AM

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

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

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Proposal from the Rodeo Drive Committee Regarding the 2023 Rodeo Drive Holiday Decor Plan
3) "IMAGIRO", an Interactive Summer Art Display on Rodeo Drive with Mr. Brainwash

4) Request from Not Today Cancer to host "Run of the Stars" a 5K Run/Walk on Sunday, October 15, 2023

5) Adjournment

Huma Ahmed
City Clerk

Posted: June 16, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT**
[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.
INTRODUCTION

This report provides the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) of Vice Mayor Friedman and Councilmember Bosse with an overview of the proposed Rodeo Drive holiday décor for the 2023 season, themed “Up, Up and Away Holidays”.

DISCUSSION

Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to shop, dine and stay in Beverly Hills. The Citywide Holiday Decor elements were reviewed by the Liaisons on April 24 and May 1, 2023. This report provides the proposal from the Rodeo Drive Committee (RDC) for the Rodeo Drive holiday décor for the 2023 season.

The Rodeo Drive Holiday Lighting celebration, tentatively set for Thursday, November 16, 2023, will return in a following meeting, as the décor elements require a longer lead time for custom manufacturing and procurement. Should the Liaisons approve of the theme and elements of the décor, the banner design along with the Holiday Lighting celebration proposal will be brought to the Liaisons prior to full Council.

Each year, the RDC curates unique décor for Rodeo Drive, proposed to be displayed and lit from November 16, 2023 until January 2, 2024. This year’s Rodeo Drive holiday décor proposal is titled “Up, Up and Away Holidays”, and includes custom hot air balloons that will hover over sweets, gifts, ornaments, and lit marquees, delivering joy and well wishes of the season. These designed vignettes will be on elevated platform decks in the center median, and be complemented by warm white palm tree lighting around the trunks and in the tree canopies, similar to recent years. Tinsel garland will also wrap the street light poles. Hanukkah décor will be incorporated in multiple of the scenes along the Rodeo Drive Center median.

Lyn Winter, Inc. (RDC public relations agency) and BOLD LA (RDC Social Media Agency), as well as the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of
Commerce, and the City of Beverly Hills, will be planning and executing a coordinated marketing plan that includes social, digital, and print media for the entire holiday season of décor and special programing. More details on the promotion and noticing of the Holiday Lighting Celebration will be available when the full program is brought back to Liaisons for review.

The proposal from the RDC also includes a request for the City to waive or absorb the required permits for installation, as well as the necessary staff time to review and approve the installation and electrical uses. All installations and lighting testing will take place overnight, to not impact the Rodeo Drive merchants. A full request for any additional waivers for the lighting celebration will be brought back to the Liaisons with the event program proposal.

**FISCAL IMPACT**

Staff has identified funding in the FY 22/23 Policy & Management budget for the Rodeo Drive holiday decor in the requested amount of $485,960. The total Rodeo Drive holiday budget that includes the celebration event will be brought back at a later time.

The 2023 Rodeo Drive Holiday Decor and Rodeo Drive Holiday Lighting celebration are funded by the Tourism and Marketing budget (00101311). Funding is available to cover the decor funding request by the RDC of $485,960. For reference, the 2022 costs for previous RDC Holiday Décor totaled $449,592. Available funding for other Tourism & Marketing programs including Holiday Lighting Celebration and Rodeo Drive Holiday Décor for Holidays 2023 currently totals $1,331,585, with a remaining $845,625 available for the Lighting Celebration event. A full comparison of the previous RDC Holiday budgets will be available during the Liaison meeting.

It should be noted that funding for the Rodeo Drive Holiday Decor as well as the Rodeo Drive Holiday Lighting Celebration comes from Transient Occupancy Tax (TOT). The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of TOT. The City collects a total of fourteen percent TOT based on gross room sales from the City’s hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget for approximately 25 years.

The Finance Department is currently forecasting a TOT revenue of $48,000,000 for FY 23/24 (this was as of the March 7, 2023 Mid-Year presentation to the City Council and is subject to change). Using the $48,000,000 estimate for TOT, the one-seventh amount would be $6,857,143. Staff has allocated this funding for various Council-approved programs, such as the Concours D’Elegance, the Conference and Visitors Bureau work plan, the Rodeo Drive Committee work plan, a portion of the Beverly Hills Chamber of Commerce work plan, intellectual property legal services, landscaping on Rodeo Drive, the Rodeo Drive Holiday Decor and the Rodeo Drive Holiday Lighting celebration.

**RECOMMENDATION**

Staff requests the City Council Liaisons review and provide feedback regarding the 2023 Rodeo Drive Holiday Décor, “Up, Up and Away Holidays”, as described further in Attachment 1 to this report.
Attachment 1
UP, UP & AWAY
HOLIDAY
UP, UP & AWAY HOLIDAY

Inspiration:
Candy Canes, Hot Air Balloons, Teddy Bears, Wonderment, Transcendence, Benevolence, Joy and Radiance…

Concept:
Holiday hot air balloons hover over heaping piles of sweets and playfully wrapped gifts, delivering joy and well wishes for the season.

Elements:
Holiday Ornaments, Candy, Gift Boxes with Bows, Rodeo Drive Shopping Bags, “JOY”, “GLOW”, Dreidel, Menorah, Tinseled Garland Wrapped Banner Poles & Stage Legs
UP, UP & AWAY HOLIDAY

ORNAMENTS

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY
CANDY

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY

MARQUEE “JOY”

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY

SHOPPING (BLUE)

SET+STAGE CREATIVE
LOS ANGELES

Length 16’
UP, UP & AWAY HOLIDAY

MARQUEE “JOY”

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY

SHOPPING (RED)

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY

MARQUEE “GLOW”

Total Height 25.5’
(Stage 4’ + Vignette 21.5’)

Length 16’
UP, UP & AWAY HOLIDAY - ARRANGEMENT

Ornaments

Candy

"JOY"

Shopping

Light/Banner Poles wrapped in red/white tinsel garland

Shopping

"JOY"

"Glow"

Candy

Shopping

"JOY"
The center median Palm Trees are wrapped in warm white light and dripping with running lights as the white rose bushes are emersed in a cascade of sparkling lights.
# Holiday Décor Estimated Budget

**CITY OF BEVERLY HILLS**  
**RODEO DRIVE HOLIDAY DÉCOR & PALM TREE LIGHTING**  
**THEME:** "Up, Up and Away Holidays"  
**DISPLAYED:** Thursday, November 16, 2023 - Monday, January 1, 2024  
**INSTALLATION:** November 9 - 13, 2023  
**REMOVAL:** January 2-4, 2024

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<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>CENTER MEDIAN LIGHTING - Palm Trees, Rose Bushes &amp; Scenic Decor Lighting Elements</td>
<td>$87,807.00</td>
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<td>2</td>
<td>Palm Tree &amp; Rose Bush Lighting, Rain Drop Lights &amp; Scenic Décor Fixture Lighting</td>
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<tr>
<td>3</td>
<td>CENTER MEDIAN HOLIDAY DÉCOR ELEMENTS - Hot Air Balloons, Oversized Props &amp; Packages</td>
<td>$304,232.00</td>
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<td>4</td>
<td>Design Vignette Platform Decks - Ornaments, Candy, Shopping, Marquee, Labor &amp; Design</td>
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<td>5</td>
<td>CENTER MEDIAN PROTECTION ELEMENTS - Securing Hot Air Balloon Design Elements &amp; Props</td>
<td>$13,134.00</td>
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<td>6</td>
<td>Cables, Corner Anchoring, Cart, Labor &amp; Maintenance</td>
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<td>7</td>
<td>POWER AND ELECTRICAL DISTRIBUTION - Center Median Power Plan</td>
<td>$5,274.00</td>
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<td>8</td>
<td>CAD Drawing, Power Distro Plan, Operation &amp; Labor (Power Provided by City of BH)</td>
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<td>9</td>
<td>PRODUCTION LABOR &amp; EXPENSES - Management</td>
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<td>10</td>
<td>Pre Production Labor, Onsite Labor, Communications, Insurance &amp; Production Coordinators</td>
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<td>11</td>
<td>SECURITY &amp; TRAFFIC MNGT. - Rodeo Drive</td>
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<td>12</td>
<td>Security for Load in and strike, Traffic Control Mngt./Lane Closure Labor &amp; Coordination</td>
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<tr>
<td>13</td>
<td>CREATIVE DESIGN &amp; PRINTING</td>
<td>$11,229.00</td>
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<td>14</td>
<td>Printing, Graphic Design/Labor Fees and Signage</td>
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<td>15</td>
<td>PERMITS - City of Beverly Hills</td>
<td>CITY OF BH</td>
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<tr>
<td>16</td>
<td>TCO’s, Street Permits, Public Right of Way, etc.</td>
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<tr>
<td>17</td>
<td>GRAND TOTAL - DÉCOR BUDGET</td>
<td>$485,960.00</td>
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BE AMAZING!
INTRODUCTION
This report provides the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) of Vice Mayor Friedman and Councilmember Bosse with an overview of an art partnership, “IMAGIRO”, between the Rodeo Drive Committee (RDC) and Mr. Brainwash for the summer months. While there is no funding ask from the City, review of the interactive art display and support for the installation is requested.

DISCUSSION
In past summer months, the Rodeo Drive Committee (RDC) has activated the street with festive public art displays that offer photo opportunities for shoppers and visitors. This report provides an overview of a RDC art partnership for summer 2023 with acclaimed artist Mr. Brainwash, including the art displays, locations, and details. This is an informational report for Liaison review and support, as no funding from the City is requested.

Public art displays on Rodeo Drive have been featured during many previous summer activations, including photo backdrops. In 2019 as part of BOLD Summer, Mr. Brainwash large-scale art was temporarily displayed before being installed long term on the 200 block of the street, and elsewhere in Beverly Hills.

Thierry Guetta, best known by his moniker Mr. Brainwash, is a French-born street artist with worldwide recognition whose new Beverly Hills contemporary art museum opened in December 2022. The proposal for “IMAGIRO” includes large-scale metal art pieces of origami animals such as birds, a bear, an elephant, dog, and more in bright colors (Attachment 1). He and the RDC propose to have fifteen pieces displayed throughout the summer months from the week of June 26 until the week of September 25 so the public may view, photograph, and interact with the IMAGIRO art. The vibrancy of having new temporary art will bring excitement to Rodeo Drive for both visitors and residents.
Featuring bright colors and metal as the media, the fifteen works are several thousand pounds each, between 8- and 9-feet tall, placed on bases between 6- and 10-feet wide by 12 inches tall. The Mr. Brainwash team, in corporation with City staff, will install all IMAGIRO pieces. Each piece will be offset from the curb and some pieces will be placed in lieu of k-rail barricades, with the barricades temporarily moved to make way for the art pieces. Representatives from Policy and Management, Public Works, Police Department and Community Development have seen the designs and layouts, and will review and approve the required permits. As with all past displays, a minimum 5-6 foot pedestrian pathway will be maintained, and no entrances to businesses will be blocked. All merchants that are adjacent to the pieces have approved of the artwork displays for the summer.

The Mr. Brainwash team, with cooperation from City staff to review and permit, will complete the installation, maintenance, and removal of all of the pieces, including any necessary move of k-rail barricades. The City will also provide signs that are posted on art displayed around the City, that state no climbing or tampering with the structures, and that they are under surveillance. The RDC with their contractors Lyn Winter, Inc. and BOLD LA will lead the marketing and promotion of the partnership, as well as pay for the necessary permits with the City.

**FISCAL IMPACT**

There is no funding request from the City for this partnership between the RDC and Mr. Brainwash, however based on Liaison support, cooperation from City staff for the necessary permits and inspections for this public benefit is requested.

**RECOMMENDATION**

Staff recommends City Council Liaisons provide feedback for IMAGIRO, an interactive temporary art display partnership between the Rodeo Drive Committee and Mr. Brainwash for summer 2023.
Attachment 1
MR BRAINWASH

PRESENTS

IMAGIRO

ON RODEO DRIVE

BEVERLY HILLS

2023
GRAND SEIKO
439 1/2 N RODEO DR

BASE SIZE: 96 x 96 x 12
4

HERMES

434 N RODEO DR

BASE SIZE : 96 x 96 x 12
GOYARD  405 N RODEO DR

BASE SIZE: 120 x 120 x 12
7

CHANEL

400 N RODEO DR

BASE SIZE: 120 x 120 x 12
FERRAGAMO
357 N RODEO DR

BASE SIZE: 120 x 120 x 12
10  PRADA  343 N RODEO DR

BASE SIZE : 96 x 96 x 12
12

HARRY WINSTON

310 N RODEO DR

BASE SIZE: 96 x 96 x 12
BURBERRY 301 N RODEO DR

BASE SIZE: 72 x 96 x 12
TO: City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee

FROM: Patty Betancourt, Special Events and Filming Coordinator

DATE: June 20, 2023

SUBJECT: Request from Not Today Cancer to host “Run of the Stars” a 5K Run/Walk on Sunday, October 15, 2023.

ATTACHMENTS: 1. Proposal from Not Today Cancer 501c3  
2. Proposed Route B  
3. Letters of Support from Judith K. Manouchehri, Parent and Community Member, Dr. Amanda Stern, BHUSD Vice President and Michelle Yasharpour, Parent

INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) are requested to review a request from Not Today Cancer (NTC), a 501c3 Beverly Hills based non-profit organization supporting research for cures for pediatric cancer to host a charity 5K Run/Walk, “Run of the Stars”. A waiver of permit and personnel fees is being requested for the 3rd annual event to be held on Sunday, October 15, 2023. No full street closures are requested for the 5K race or event Expo at Beverly Vista Middle School. If approved, staff will proceed with necessary permitting while notifications will be the responsibility of the event applicant, Not Today Cancer.

DISCUSSION

Not Today Cancer was established in 2021 by Stacey Book and Jennifer (JJ) Duncan who lost their 11-year-old son Mason, to T-Cell Acute Lymphoblastic Leukemia in the Fall of 2020. NTC has organized this annual event, in honor of the co-founder’s son Mason, to raise money and awareness for pediatric cancer research and to help prevent other families from going through the same hardships.

The race has grown over the years and race co-founders are hopeful and trying to reach the 2023 goal of 1,000 participants and attendees. The race will start at Beverly Vista Middle School, take a route to have the least amount of impact on drivers, and end with an Expo inside Beverly Vista Middle School playground area. “Run of the Stars” will focus on bringing together all the Stars of Beverly Hills and surrounding neighborhoods, while raising awareness and funds for the 2018 STAR Act (Survivorship, Treatment, Access, Research), the most comprehensive childhood cancer bill passed in history.

A waiver of permit and personnel fees is requested to maximize the total proceeds that can go to the nonprofit organization. The event, as proposed, includes the following:
• Race bib pickup and final in-person registration.
• 5K race starting at Beverly Vista Middle School, continuing on local residential and business street route (Attachment 2), on Sunday, October 15, 2023 from approximately 8:30am-10:00am
• Post-race trophy ceremony and awards will be handed out at the race expo.

No full street closures are proposed for this year’s event, and organizers have been working with City staff including BHPD, to determine the safest, least impactful and best traffic controlled route as possible. The 5K racecourse is approximately 3.1 miles, and is geared towards anyone 10 years of age and older who can walk, run, and have fun. During 2022’s race, 47% of the participants were between the ages of 2 – 18, with many teams from Beverly Hills Middle School, High School, AYSO and Little League teams.

Proposed 2023 Participant Route:
• South on S. Elm Drive
• East on Gregory Way
• North on N. Palm Drive
• West on Charleville Blvd
• Southwest on Durant Drive
• Southeast on S. Moreno Drive
• Northeast on Robbins Drive
• South on S. Lasky Drive
• Southwest on Young Drive
• Southeast on S. Moreno Drive
• North on Spalding Drive
• East on Gregory Way
• North on S. Elm Drive

Local community members have written support for the event (Attachment 3), and the Book-Duncan family have been residents of Beverly Hills since 2006, with their children attending BHUSD. As done in previous years, residential and commercial notifications will be distributed along the route, in addition to advance warning signage. NTC hopes to unite the community around a worthy cause, while building pride and good will towards cancer research.

NTC organizers plan to have corporate sponsors, as well as race registration cover the cost of the event, while donors and race fundraisers will raise money for the nonprofit. City permit and personnel fees are requested to be waived to maximize total proceeds.

FISCAL IMPACT
Expenses related to the event requested to be waived by the Not Today Cancer event organizers, include: City permits, City personnel, and any other City-associated costs related to the event. The waiver of fees does not include non-City items that are required for the event, such as notifications, traffic control equipment, and vendor-related expenses.

The following are estimates for the current proposal based on the FY 23/24 fee schedule:

<table>
<thead>
<tr>
<th>Proposed Fees Waived</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Event &amp; Public Right of Way Fee</td>
<td>$1,151.00</td>
</tr>
<tr>
<td>Police Officers &amp; Traffic Control Officers</td>
<td>$2,075.00</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Fire Safety Officer</td>
<td>$700.00</td>
</tr>
<tr>
<td>No Parking Signs</td>
<td>$1,570.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,496.00</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-use events in the City.

**RECOMMENDATION**

City Council Liaison feedback and direction is requested regarding support of the Not Today Cancer 3rd Annual Memorial 5K “Run of the Stars” event and associated fee and personnel waivers of approximately $5,496.00 to occur Sunday, October 15, 2023. City Staff will bring the proposal to the full City Council for approval at the July 18, 2023 meeting.
Attachment 1
October 1, 2023

The Beverly Hills Run of the Stars

5k Run/Walk

**DATE:**  
Sunday, October 1st, 2023  6am - 12pm

**Host:**  
**Not Today Cancer**, a Beverly Hills based not-for-profit organization supporting research for cures for pediatric cancer.

**Program:**  
September 30 - Set Up and T-shirt Pick Up

- 3pm - 7pm: Bib and t-shirt pick up, in person registration
- 2pm - 6pm: Materials delivery

October 1 - Race Day
• 6am vendors begin set up, starting line truss set up, main stage set up (no amplified sound until 8am)
• 7am Festival opens to public
• 8am MC begins the program from the Main Stage
• 8:20am Warm Up – lead the racers in some jumping jacks, light stretches (toe-touches, reach to the sky) – dance – keep it fun.
• 8:25am National Anthem from stage
• 8:30am STARTING HORN (Music begins from main stage.)
• 8:45am 5K winner crosses finish line
• 10am Mayor’s Award, Teams and Age group awards from the stage

<table>
<thead>
<tr>
<th>Budget:</th>
<th>$40,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Access:</td>
<td>The <em>Run of the Stars</em> will require an entry fee for participants. The Race Expo will be an open and free event for all who would like to enjoy it.</td>
</tr>
<tr>
<td>Expected Attendees:</td>
<td>Our goal in 2023 is 1000 participants and attendees.</td>
</tr>
<tr>
<td>Target Demographics:</td>
<td>The 2022 Beverly Hills Race of the Stars counted a majority of participants and fundraisers from the City of Beverly Hills. We are hoping to expand the event this year, both within Beverly Hills and among the surrounding Los Angeles communities. At the 2022 event 47% of the participants were between the ages of 2 and 18, drawing teams from both Beverly Hills Middle School and Beverly Hills High School, as well as Beverly Hills AYSO and Little League. Teams ran in their uniforms and cheered each other on - it was a wonderful community bonding event. We’re hoping to continue to expand in 2023 with even more local school and team participation.</td>
</tr>
<tr>
<td>Notable Attendees:</td>
<td>One of the signature awards at the event is the Beverly Hills Mayor’s Award, given to the top fundraiser. In 2022 the Mayor’s Award was handed to Leah Yasharpour, a 4th grade student at Hawthorne Elementary School. We look forward to the Beverly Hills Mayor being a key participant in this event for years to come. We also count, among our supporters, the Rotary Club of Beverly Hills, of which Not Today Cancer is a grant recipient. There are notable Beverly Hills residents that attend and promote our event, and we look forward to welcoming them to the race.</td>
</tr>
</tbody>
</table>
Promotion of the event will be via local media - print, digital, and social. Flyers will be distributed at local events and to students at BHUSD (with permission). We will explore opportunities for signage and promotion in local businesses.

We have a kick-off event for community marketing scheduled for the end of March.

The Beverly Hills Run of the Stars is a community focused event, designed to motivate and bring together the people of Beverly Hills and surrounding neighborhoods with the mission of supporting cures for childhood cancer.

In 2022 44% of the participants in the run were from outside communities. As this race grows it will continue to bring in “running tourism” from around the region. The Race Expo that accompanies the event will give Beverly Hills businesses a chance to exhibit and promote.

As the founders of this organization we truly came to understand the meaning and power of community when our son Mason was diagnosed with leukemia at 9 years old. For two years we
battled alongside Mason and this community held us up and made it possible for us to give him the best possible shot at survival.

Mason is not the only child in our community to be diagnosed with cancer. We are very hopeful that we never lose another child in our city to this disease, but our effort only begins there. Most of the therapies given to children with cancer were developed for adults, and have not changed in 40 years. The long term effects on our children can be devastating – things like brain damage, congestive heart failure, and a significant increase risk of secondary cancers. With improved treatments, in addition to fewer deaths, we will also reduce the severity of chronic health conditions for survivors.

Uniting a community around a cause does more than support the cause, it also supports community building and engenders pride and good will. We have been honored to call this wonderful city home, and this event is a reflection of everything Beverly Hills has given us - and everything we hope to give back.

**RACE ROUTE**

We would like to work with the city to determine the best possible route for race safety and traffic control, as well as an experience that best promotes the City of Beverly Hills.

**Proposed Route A**

This route is the same map used for the 2022 Run of the Stars. This includes a Race-Day Expo set up at Roxbury Park.
Proposed Route B

This route begins and ends on South Elm Drive in front of Beverly Vista Middle School. The Race-Day Expo would take place on the Beverly Vista grounds.

Permits / Impact and Requests

- We are requesting street closures along the route to ensure participant safety. Please see attached route maps. We have provided 2 options for possible race maps. We would like to work with the city to determine the best possible route for race safety and traffic control, as well as an experience that best promotes the City of Beverly Hills.
- We are requesting permits for restricted parking along one side of the street throughout the route from 6am - 11am.
- We are requesting permission for amplified sound, not to go beyond 8am-10pm.
- We are requesting access to one BH facility on September 30 and October 1 for staging race supplies and equipment. For the 2022 event we used the multi-purpose community center room at Roxbury Park for the day before and the day of the event, and this was a perfect solution.
- We are requesting an outdoor space for the Race Expo and permits for 5-10 10x10 tents for local businesses and vendors.
- We will need to erect a starting line / finish line truss, similar to 2022.
  - 10 feet high
  - 20 feet wide
  - Cross bar weighs 60 lbs
  - Stands on the sides are 50 lbs each
  - We are hanging a 15 foot wide and 3 foot tall banner of less than 2 lbs from the cross bar
  - We are using 130 pounds of weight on each side connected to the stands.
We will need to erect a small 8'x8' stage.

- 18 inches high, 8 foot square with a two step stairway with railing on the end.
- Weight of the stage 300 pounds total and is supported by 6 steel legs at the corners and in the middle.
- The stage will only be used for at most 4 staff and participants walking on it at any given time. There will also be a mic stand on the stage of less than 5 pounds in weight.
Attachment 2
Proposed Route B

This route begins and ends on South Elm Drive in front of Beverly Vista Middle School. The Race-Day Expo would take place on the Beverly Vista grounds.
Attachment 3
March 4, 2023

City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Re: Letter of Recommendation In Support of: Not Today Cancer / Beverly Hills Run of the Stars

To Whom It May Concern:

I whole-heartedly write this letter to support Not Today Cancer, a federally recognized 501c(3) tax deductible public charity, which sponsors the Beverly Hills Run of the Stars.

My husband Kami and I met the founders of Not Today Cancer, Stacey and JJ Book-Duncan about 5 years ago, in a pre-Covid world, when we were all just soccer parents. Our sons Mason and Joshua were AYSO teammates that season, and Stacey our team’s parent-volunteer coach. Stacey was a long-time goal-keeper, like my son Josh wanted to be (and now is). To this day, I am reminded of Stacey’s kindness and commitment to our team and especially, to cultivate Josh’s goalie skills by meeting with him separately on Friday afternoons at Beverly Vista.

I was not surprised to learn the Duncan-Books determined that notwithstanding their own hardship, they would like to prevent other families from experiencing the same. Stacey and JJ founded Not Today Cancer to commemorate Mason, and to fundraise to find a cure for childhood cancer, and developed the 5K Run of the Stars to that end.

My family, friends and I were fortunate to participate in last year’s race. It was a beautiful morning with over $50,000 raised. Hundreds of members of our Beverly Hills community – children, young adults, and us parents, took part. The event also raised awareness to the tremendous need for childhood cancer research – which only receives a tiny share of cancer research monies. Not Today Cancer has since begun to hold toy drives to benefit children at Children’s Hospital Los Angeles.

The Not Today Cancer Run of the Stars is one of the best parts of Beverly Hills, because it reminds us what is truly important in our lives – each other; and more so, it has brought out the best in us – our community power.

I am hopeful the City of Beverly Hills will allow the Run of the Stars to again take place, and will give us the chance to show-up as a community for: Mason, the Duncan-Book Family, and all our children.

If I can be of assistance to you, I welcome any desired discussion and hope you will call me at (310) 490-4195.

Very truly yours,

Judith K. Manouchehri, Esq.
3/7/23

The Dear Colleagues, Esteemed Beverly Hills Officials

I am writing in support of an initiative that is already near and dear to the city's heart. The Not Today Cancer Annual race is a community service opportunity for the students of Beverly Hills—from volunteer opportunities to fundraising for a truly worthy cause that has affected Beverly Hills families.

The spirit and volume of runners and supporters, on all levels, at Roxbury Park last year was truly incredible. The value of this race continues to underscore the

The importance of visibility of Beverly Hills participating in National Childhood Cancer Awareness month. As a member of the Board of Education for Beverly Hills Unified School District, I continue to

cherish and passionately support the return of this race for the upcoming fall of 2023.

Please do your part to support and allow this wonderful event on behalf of Not Today Cancer and all the children and families who are impacted by cancer.

Thank You,

Amanda Stern, EdD

Vice President

Dr Amanda Stern

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To Whom It May Concern:

I would like to fully voice my support for Not Today Cancer and their 5K fun run, “The Beverly Hills Run of the Stars.” Last year my family participated in the run, and my daughter Leah even won the Mayor’s Award as the top fundraiser for the cause. She raised $6,600 for pediatric cancer research!

Not only is raising money for research in the field of childhood cancer a very needed and worthwhile effort, the event itself brought the community together in a way that is rarely seen. Students and parents and community leaders joining in the name of health and fun. We were happy to participate, and would like to see this event continue in our city.

Thank you,

Michelle Yasharpour