



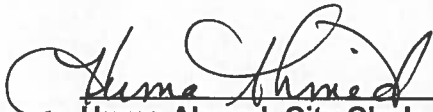
Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

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

**Tuesday, November 26, 2019
5:00 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Request from the Australian Consulate for a Road Closure for G'Day USA Gala at the Beverly Wilshire Hotel on January 25, 2020
- 3) Request from ESSENCE Communication, Inc. for a Road Closure for Black Women in Hollywood Awards at the Beverly Wilshire Hotel on February 6, 2020
- 4) Upcoming 2020 Event Highlights
- 5) Adjournment



Huma Ahmed, City Clerk

Posted: November 21, 2019

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



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Conference Room 4A, is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Magdalena Davis, Special Event and Filming Coordinator

DATE: November 26, 2019

SUBJECT: Request from the Australian Consulate for a Road Closure for G'Day USA Gala at the Beverly Wilshire Hotel on January 25, 2020

ATTACHMENT:

1. Event Proposal for G'Day USA Gala
2. Proposed alleyway closure layout
3. Letters of Support from Community Members

INTRODUCTION

This report is submitted to the City Council Liaisons for the approval of an alleyway closure associated with the G'Day USA Gala event to be held at the Beverly Wilshire Hotel. This event is an effort with the Australian Consulate, Los Angeles ("Australian Consulate") to showcase how Australia and the United States have collaborated. This will be the first time that the event has been hosted in Beverly Hills, and the Australian Consulate hopes to make it an annual program in the City.

DISCUSSION

This proposal (attachment 1) comes to City as a request for approval of a road closure for the G'Day USA Gala to be held at the Beverly Wilshire Hotel on January 25, 2020. The proposed closure will be of the alleyway to the south of the Beverly Wilshire Hotel, running east to west off of S. Rodeo Drive and continue north to south of Charleville Boulevard.

The proposed closure of the alleyway is from 8:00am to 11:59pm on Saturday, January 25. According to the proposed layout (attachment 2) this alleyway will be used for set up during the day and VIP check-in and red carpet area during the event. Because of the large number of prominent attendees, additional space not currently existing at the hotel would be made available by the alleyway closure.

The proposed road closure comes from G'Day USA. G'Day USA is Australia's public, economic, and cultural diplomacy program in the US. The goal of the G'Day USA Gala is to bring together leaders in government, business, academia and other industries to deepen US-Australia relations and showcase how both countries have worked together to provide innovative solutions and art. This event is the first of its kind in the City and G'Day USA hopes to make it an annual program in the City. A representative from the G'Day USA diplomacy program will attend the liaison meeting.

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

G'Day USA has solicited the local business affected by the proposed alleyway and road closure and have local support (see attachment 3). Likewise, local partners the Conference and Visitors Bureau are in support due to the events' goal of marketing Beverly Hills to an international audience. There should be little impact to the area's residents as noise will remain minimal throughout the day and during the event.

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.

FISCAL IMPACT

All expenses related to this event are the responsibility of the Australian Consulate, including, but not limited to: City permits, street closure and/or use fees, City personnel, equipment and any other associated costs related to the event.

The City's Risk Manager has also recommended General Liability Insurance in the amount of \$3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by event organizers. This insurance requirement matches other street closure events in the City.

The estimated cost of an alleyway closure are:

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

RECOMMENDATION

Staff is requesting direction from the City Council Liaisons regarding approval of the proposed alley way closure. All street closures for special events must be approved by City Council. Unless Liaisons have any questions or concerns, staff will bring the proposal to Council as a consent item at the December 10, 2019 meeting, and administratively issue the permit after approval.

SEQUOIA

PRODUCTIONS

September 26, 2019

RE: City of Beverly Hills Special Event Request

To Whom It May Concern:

On behalf of our client, the Australian Consulate, Los Angeles, this letter is submitted as a proposal to host the 17th annual G'Day USA Gala at the Beverly Wilshire Hotel on Saturday, January 25, 2020.

G'Day USA is Australia's premier public, economic and cultural diplomacy program in the United States. It brings together leaders from government, business, the creative industries and Academia to deepen the Australia-US relationship and showcase Australia's creative, innovative economy and society to the United States. Over the past 17 years, G'Day USA has grown into a year-long program of events with unparalleled reach and an outstanding record for delivering outcomes for partners and sponsors. Spanning innovation, public policy and defense cooperation, tourism, food and wine promotion, and collaboration across our screen, music, education and sports sectors, G'Day USA cultivates and enhances the strong ties between our two countries. G'Day USA is produced by the Australian Department of Foreign Affairs and Trade, Tourism Australia, Austrade and Qantas Airways, with the support of a diverse and growing number of Australian and American corporate sector partners, academic institutions and not for profit organizations. This unique partnership approach ensures the program is dynamic and responsive to the ever-growing trade, investment and people to people links between Australia and the United States.

Event Name: G'Day USA Gala

Host: Australian Consulate, Los Angeles; Government

Type of Event: Seated Dinner and Awards Show

The G'Day USA Gala is the pre-eminent business networking event for Australian and US companies seeking to increase their visibility and presence in their respective markets. The Gala offers an immersive Australian experience in the heart of Beverly Hills, showcasing Australian food, wine and entertainment, as well as exciting sponsor activations that promote the best of Australia in the United States.

Each year at the Gala, notable Australians are acknowledged for having a significant contribution to strengthening the US-Australian relationship whether through the arts, food, sport, business, etc. Past honorees have included: Nicole

SEQUOIA

PRODUCTIONS

Kidman, Keith Urban, Olivia Newton-John, Hugh Jackman, Greg Norman, Chris Hemsworth and Curtis Stone. Past entertainment has included: Air Supply, INXS, Kym Herjavec and Vance Joy.

Date: Saturday, January 25, 2020

Time: 6:00pm – 1:00am (January 26)

Tentative Schedule: 6:00pm – 7:30pm Check-In / Red Carpet / General & VIP Reception
7:30pm – 10:00pm Dinner & Show
10:00pm – 1:00am After Party

Location: CHECK-IN/RED CARPET - East/West Alley behind the Beverly Wilshire, off South Rodeo Drive (proposed)
VIP RECEPTION - North/South Alley behind the Beverly Wilshire, off Charleville Boulevard & 141 S. El Camino Parking Lot (proposed)
GENERAL RECEPTION/DINNER/SHOW - Beverly Wilshire Grand Ballroom
AFTER PARTY - Le Grand Trianon/Petite Trianon

Budget: \$800,000 USD funded by the Australian Government

Guest Count: 650-700 guests (approx.)

Target Demographic: Government officials, city dignitaries, Australian and American celebrities, business leaders and Australian and American socialites.

Public Benefit: The G'Day USA Gala attracts both Americans and Australians to the Los Angeles area to attend this annual event. Many of the event's Australian attendees travel from Australia. Celebrities from around the world have showed their support of the G'Day USA Gala by attending. By hosting the 2020 Gala in Beverly Hills, local and non-local guests alike, will have the opportunity to experience the beauty and magic of the city, while supporting local businesses.

Notable Attendees: Aside from the honorees and performers, each year the G'Day USA Gala attracts a wide range of Australian and American celebrities. Other notable attendees have included: John Travolta, Scarlett Johansson, Vince Vaughn, Glenn Close and Miley Cyrus. Current and Former Australian Dignitaries frequent the event, including the Australian Consul-General, Los Angeles and New York; the Australian Minister of Foreign Affairs; and the Australian Minister for Trade, Tourism & Investment. Local and Australian business executives are in attendance as well. Companies represented include Qantas, Northrup Grumman, Netflix, American Airlines, Walt Disney Company, Thomas Foods International, Swisse, Westpac, JP Morgan, CBS and Warner Bros.

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Public/Private Event: This is an invitation only event.

PR: There is no pre-event publicity, as the event is invitation only. A red carpet management team oversees the red carpet for the evening, with invited local and Australian press. Post-event there is local and Australian press coverage on a multitude of print and digital media platforms.

Permits Requested: Requesting to close the alley to the south of the Beverly Wilshire Hotel's south building, running east to west off of South Rodeo Drive and continuing north to south off of Charleville Boulevard.

Impact to the City: The alley would be closed to through traffic from 8:00am to 11:59pm on Saturday, January 25th, 2020. This would affect the Beverly Wilshire Hotel (which we have approval from given that it is the primary location of the Gala) and the businesses at 141 S. El Camino, for which we have obtained approval to utilize their parking lot for our VIP Reception.

Parking would be affected for anyone wanting to park in the lot for 141 S. El Camino. Should someone from the building need to park, it has been arranged that they would utilize the Beverly Wilshire Hotel valet.

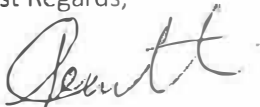
Noise would be minimal during daytime hours, as that is when we will be setting up, i.e. laying down carpet, installing the step & repeat, placing furniture and installing lights. Noise during the event would also be minimal. Light background music will be played for the VIP Reception (6:00-7:30pm ONLY) with cleanup beginning immediately after. Load out would be completed by 10:00pm.

Please find enclosed:

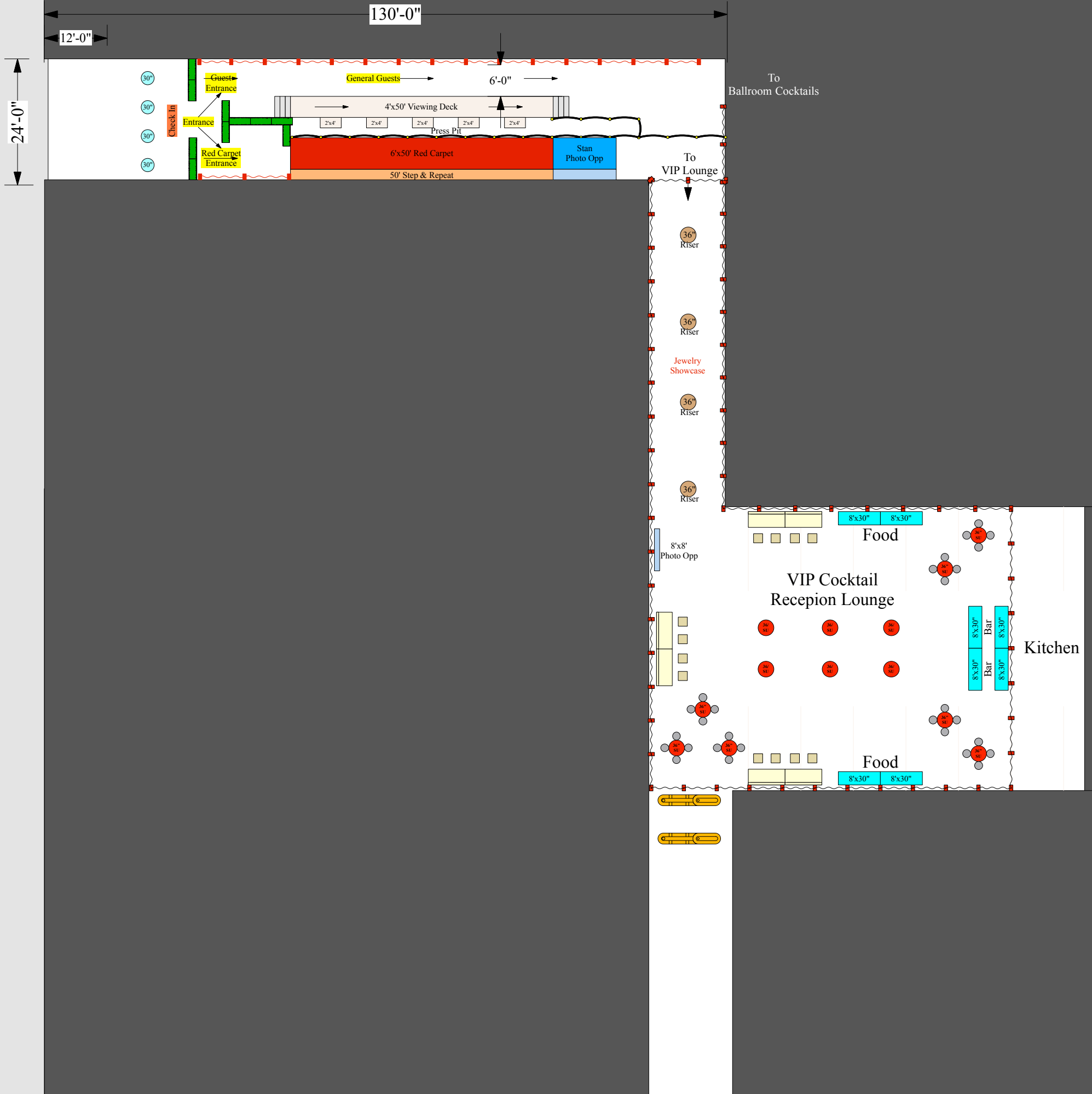
- Four (4) letters from the Beverly Hills community in support of the G'Day USA Gala
- A letter from the owner of 141 S. El Camino with approval of closing the alley which feeds the parking lot of his building.
- A letter from the Beverly Wilshire Hotel
- A layout of the alley for check-in, red carpet and VIP Reception

Should you have any questions, please do not hesitate to reach out.

Best Regards,



Gary Levitt
Executive Vice President, Sequoia Productions
Event Producer for the G'Day USA Gala
310-836-3685 | gary@sequoiaprod.com



SEQUOIA
PRODUCTIONS

bright
Event Rentals

Event:
G Day 2020

Location:
Beverly Wilshire Four Seasons Hotel

Address:
9500 Wilshire Blvd
Beverly Hills, Ca 90212

Install:

Event:

Remove:

Guests:

Event Consultant:

Drawn By: Michelle Halloran

Confidential And Proprietary.
This Document And The Information Contained Herein Is
Confidential And Proprietary And Is Not To Be
Used By Or Disclosed To Any Other Person Without The
Express Written Consent Of Bright Event Rentals



1158 Summit Drive | Beverly Hills | CA | 90210

September 3, 2019

To Whom It May Concern,

I am writing in support of Sequoia Productions' application for a permit for the G'Day USA Gala on January 25th, 2020 at the Beverly Wilshire Hotel.

The event will provide significant benefit to the city by garnering global media recognition including the potential of increased, future tourism.

Converting the alley into a red-carpet arrivals, "Step-and-Repeat" and VIP Reception area will provide the necessary footprint to fully accommodate VIP guests and media in a first-class environment, thus ensuring optimum media attendance and coverage.

I have attended several Sequoia Productions events in Beverly Hills which are always top-flight and well-managed affairs. On one occasion, I served as Co-Chair on the Host Committee for a major Gala that Sequoia Productions was hired to produce. The experience was extraordinary --- flawlessly and professionally executed.

The space created by the alley closure from S. Rodeo Dr. to Charleville Blvd. from 8am to 10pm on Saturday, January 25th, will not significantly impact residents in the area, and will ensure the full success of the Gala. Considering the importance and notorety of events of this stature in Beverly Hills, I fully support the project.

Sincerely,
Daphnah Nazarian

A handwritten signature in black ink, appearing to read 'Daphnah Nazarian', written over a horizontal line.



Saturday, August 31st, 2019

To Whom It May Concern,

I am happy to endorse the permit application by Sequoia Productions, referenced below, to the City of Beverly Hills.

The application to close the alley from S. Rodeo Dr. to Charleville Blvd. from 8am to 10pm on January 25th, 2020 for the G'Day USA Gala will have a minimal impact on nearby neighbors. Utilizing the alley will facilitate the ideal red-carpet arrivals area and VIP Reception, thus providing the optimum media elevation the event deserves in order to be positioned globally. As result, the City of Beverly Hills will be offered global attention as well.

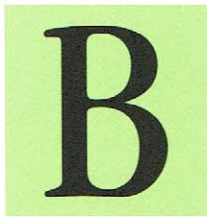
Considering the media recognition and elite guest list, this event is a perfect fit for Beverly Hills and a prime example of the events we need to be hosting in the city.

I have every confidence that Sequoia Productions will adhere to all regulations with the utmost expertise and respect.

Sincerely,

Donna Ellman Garber


Signature



Bendheim Enterprises, Inc.

361 North Canon Drive
Beverly Hills, California 90210
Phone # 310-274-2577
Fax # 310-274-9720
Email: Bendheim@cs.com

August 26, 2019.

To Whom It May Concern,

I am happy to endorse the permit application Sequoia Productions is applying for from the City of Beverly Hills. I am very familiar with the leadership and work produced by Sequoia Productions, a very professional production company and have had the pleasure of their production expertise on some of the events I have been involved in.

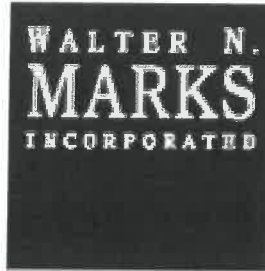
Their application to close the alley on Saturday, January 25th, 2020 from 8am to 10pm to convert the alley located behind the Beverly Wilshire Ballroom from S. Rodeo Dr. to Charleville Blvd. would allow the event producers to create a VIP Reception and red carpet experience for their guest and the press, which in turn would then give the media the opportunity to cover the event fully and then distribute the coverage through all the international media platforms post event.

This event is a great example of how these types of events reflect positively on Beverly Hills. I hope you will approve their application.

Thank you,

John Bendheim
President
Bendheim Enterprises
310-274-2577

Helms Hall of Fame
8758 Venice Boulevard
Los Angeles, CA 90034
Telephone: 310.204.1865
Facsimile: 310.836.220



Walter N. Marks (1903-1998)
Founder
Walter N. Marks, Jr. (1930-2009)
Walter N. Marks III

REALTORS

August 12, 2019

Subject: G'Day USA Gala on January 25, 2020
141 S. El Camino Drive

To Whom It May Concern:

I, Wally Marks, owner of the building located at 141 S. El Camino Drive support the closure of the alley adjacent to my building between S. Rodeo Drive and Charleville Boulevard. The requested closure is in connection with the G'Day USA Gala hosted by the Australian Consulate, Los Angeles, and produced by Sequoia Productions on Saturday, January 25, 2020. I have given permission for their use of the parking lot at 141 S. El Camino Drive for the Gala, which is connected to the referenced alley.

Sincerely,

A handwritten signature in blue ink, appearing to read "Wally Marks", written over a horizontal line.

Walter N. Marks III
President, Walter N. Marks, Inc.

To Whom It May Concern,

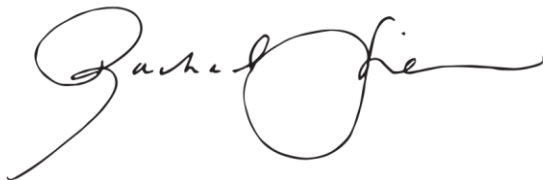
I have collaborated with Sequoia Productions on a number of events here at The Wallis, and I would be happy to endorse the permit application for which they are applying from the City of Beverly Hills. Sequoia is an extremely professional production company that is intimately involved in all aspects of its events.

Converting the alley behind the Beverly Wilshire Ballroom on Saturday, January 25th, 2020 will allow Sequoia to create an exclusive red carpet experience and VIP Reception, giving the event the opportunity to obtain the media coverage the event warrants. The media exposure generated by an event of this caliber would benefit Beverly Hills greatly, not only from a financial standpoint, but also in further establishing the city as a global destination that recognizes the importance of supporting and celebrating the Arts, Entertainment, and Global Cultures.

Sequoia's application to close the alley from S. Rodeo Dr. to Charleville Blvd. from 8am to 10pm on January 25th will have a minimal impact on surrounding neighbors.

This event is a perfect fit for Beverly Hills, and I sincerely hope you will approve this application.

Kind regards,

A handwritten signature in black ink, appearing to read "Rachel Fine". The signature is fluid and cursive, with a large loop at the end.

Rachel Fine
Executive Director & CEO



To Whom It May Concern,

The Beverly Wilshire approves utilizing the alleyway behind the hotel, off Rodeo Drive, for the Red Carpet arrivals of attendees for the G'Day USA event on Saturday, January 25, 2020.

We believe this unique red carpet arrival would be beneficial for the city of Beverly Hills for the entertainment and press value. It would also assist the Beverly Wilshire in attracting other such high profile events to the city.

Please do not hesitate to contact me with any questions or concerns.

Many thanks,

A handwritten signature in black ink, appearing to be 'Mark Anderson', written in a cursive style.

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



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

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

FROM: Magdalena Davis, Special Event and Filming Coordinator

DATE: November 26, 2019

SUBJECT: Request from ESSENCE Communication, Inc. for Alleyway Closure at the Beverly Wilshire Hotel on February 6, 2020

ATTACHMENT:

1. Event Proposal for ESSENCE Black Women in Hollywood Awards
2. Proposed alleyway closure layout
3. Letters of Support from Community Members

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 to be held at the Beverly Wilshire Hotel. This event is to honor black women in Hollywood and their contributions to the entertainment industry.

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 February 6, 2020. The proposed closure will be of the alleyway to the south of the Beverly Wilshire Hotel, running east to west off of S. Rodeo Drive and continue north to south of Charleville Boulevard.

The proposed closure of the alleyway is from 10:00pm on Wednesday, February 5, 2020 to 6:00pm on Thursday, February 6, 2020. According to the proposed layout (attachment 2) this alleyway will be used for a step and repeat and red carpet area during the event. Because of the large number prominent attendees, additional space not currently existing at the hotel would be made available by the alleyway closure. Additional meters on S. Rodeo Drive would be utilized for drop offs and pick up would be through normal valet operations in the hotel.

The proposed road closure comes from ESSENCE Communication, Inc. ESSENCE is media, technology, and commerce dedicated for Black Women. 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.

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 400 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 has solicited the support of local partners, businesses and residents (attachment 3). 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.

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.

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 as a consent item at the December 17, 2019 meeting, and administratively issue the permit after approval.

ESSENCE BWIH 2020 | City Liaison Presentation

Type and name of organization hosting the event

ESSENCE Communications, Inc. is the number one media, technology and commerce company dedicated to Black Women and inspires a global audience of more than 24 million through diverse storytelling and immersive original content. With a multi-platform presence in publishing, experiential and online, ESSENCE encompasses its signature magazine; digital, video and social platforms; television specials; books; as well as live events, including Black Women in Music, Black Women in Hollywood, Street Style and the ESSENCE Festival. Essence Communications is owned by Essence Ventures, an independent Black-owned, technology-driven company focused on merging content, community and commerce to meet the evolving cultural and lifestyle needs of people of color.

Founded in 1968, Essence Communications Inc. (ECI) launched ESSENCE, the ground-breaking magazine created exclusively for African-American women in 1970. For 50 years, the company has flourished and expanded beyond the pages of its flagship magazine to generate brand extensions such as Essence Black Women in Hollywood.

Type of event

As a tentpole event of Oscars Week, ESSENCE Black Women in Hollywood Awards is an annual ceremony that honors groundbreaking and superbly talented Black women in Hollywood--both in front of the camera and behind the scenes. 2020 marks the 13th year of the annual luncheon and celebrates actresses who are making their indelible mark on film and television through their transformation of what it means to be a Black Woman in Hollywood.

This event includes a red carpet, sponsor lounge/cocktail reception, luncheon and formal award show stage presentation.

Dates and hours for the event

- Event: 02/06/20 (11:00 AM-2:30 PM)
- Alleyway Usage: 02/05/20 (10:00 PM) - 02/06/30 (6:00 PM)

Location of the event

Beverly Wilshire Hotel Ballroom and alleyway that leads into ballroom

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.

Expected number of attendees

400 guests + 30 press outlets

Target demographic for event

This is a private, invite only, event for entertainers, entertainment professionals, brand sponsors, and executive of Essence Ventures. The event also generates a tremendous amount of press - covered by nearly 30 outlets in person at the event - with millions of post impressions.

Public Benefit

For 50 years (1970-2020), ESSENCE Magazine has been the pinnacle of representation for black women in American popular culture. They have spoken to, about and for a community that has hegemonically been marginalized and ignored. Since 2004, they have extended their reach beyond the page and began highlighting black women's achievements in Hollywood through their annual gala luncheon.

Since the inauguration 12 years ago, ESSENCE has 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.

Year after year, this event gains more traction/recognition and is covered by every major media outlet, both nationally and internationally. With 2020 marking ESSENCE's 50th anniversary, this year is slated to be the most grandiose to date.

Permitting ESSENCE to close/occupy the alleyway leading to the Beverly Wilshire Ballroom will not only allow for more celebrities/talent to attend, but it will also provide more space for media and press outlets. Lastly, and very importantly, this will show the public-at-large an intentional partnership of racial inclusivity by the City of Beverly Hills.

Notable Past Attendees

Oprah, Kelly Rowland, Lena Waithe, Jada Pinkett and Will Smith, Shonda Rhimes, 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

Invite/Private

Permits requested for the event

If a street closure is required, provide associated schematics

Street closure of the Beverly Wilshire alleyway that leads into the ballroom, directly off of South Rodeo Drive.










Impact to the City as it relates to traffic, noise, and parking

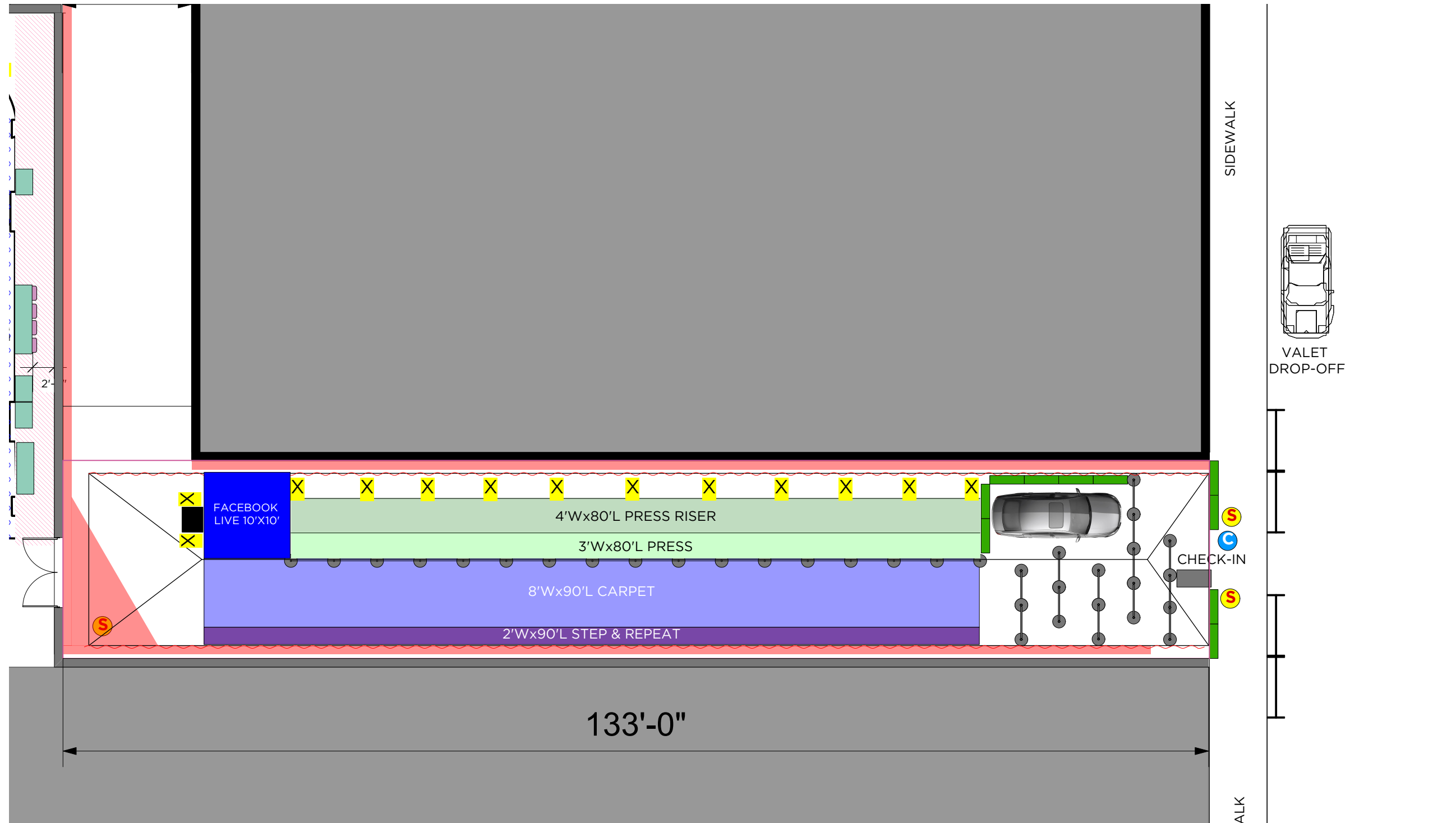
This will have very minimal impact on the city. The alleyway is not a proper public street and therefore will very minimally disrupt traffic on South Beverly Drive. The valet parking plan will continue to be managed by the Beverly Wilshire through their main entrance. This request is for a step & repeat 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.

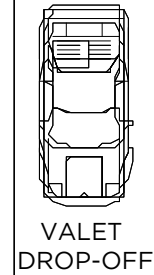
KEY

-  CHECK IN
-  SECURITY
-  CABLE RUN
-  DRAPE
-  ROPE & STANCHION
-  LIGHTING
-  BIKE BARRICADE
-  HEGDE
-  CHECK-IN TABLE 6'



SOUTH RODEO

SIDEWALK



VALET
DROP-OFF

CHECK-IN

ALK

133'-0"

THIS DRAWING REPRESENTS VISUAL CONCEPTS AND CONSTRUCTION SUGGESTIONS ONLY AS THEY VISUALLY AFFECT THE SCENERY. THE DESIGNER IS UNQUALIFIED TO DETERMINE THE STRUCTURAL APPROPRIATENESS OF THE DESIGN AND WILL NOT ASSUME RESPONSIBILITY FOR IMPROPER ENGINEERING, CONSTRUCTION OR USE OF THE SCENERY. THE SHOP IS TO PROVIDE DETAILED CONSTRUCTION DRAWINGS OUTLINING MATERIALS AND TECHNIQUES IF THEY WILL RESULT IN ANY DERIVATION FROM THE LOOK EXPRESSED OR WILL RESULT IN THE DIMENSIONAL CHANGE OF ANY DESIGN DETAIL.



O. 310. 855.9595 WWW.AGEN-C.COM

CLIENT
Essence

LOCATION
Beverly Wilshire

GUEST COUNT
500

REVISION DATE
11.05.2019

TITLE
BWIH

DATE
FEB 2020

ON SITE CONTACT
Cory Kaukai

SCALE
1:150

ARRIVALS



Dear City Council Members,

On behalf of the Rodeo Drive Committee, I support the request to close the alley leading into the Beverly Wilshire Hotel ballroom on February 6, 2020, to allow for a larger and more impactful entrance necessary for the growing number of media, professionals and talent during the ESSENCE Black Women in Hollywood Awards.

Sincerely,

A handwritten signature in cursive script that reads 'Nicola Cagliata'.

Nicola Cagliata

President, Rodeo Drive Committee



CONFERENCE &
VISITORS BUREAU

November 20, 2019

To Whom It May Concern,

Beverly Hills Conference & Visitors Bureau fully supports AGENC's efforts to utilize the alley behind the Beverly Wilshire, A Four Seasons Hotel, off of Rodeo Drive, in order to accommodate a larger and more impactful red-carpet experience for the ESSENCE Black Women in Hollywood Awards.

Beverly Hills is the obvious destination to keep and maintain an event of this caliber and distinction.

I can be reached at (310) 248-1015, extension 210, should you require any further assistance.

Warm Regards,

A handwritten signature in black ink, appearing to read "Julie Wagner", with a long, sweeping flourish extending to the right.

Julie Wagner

Chief Executive Officer



November 19, 2019

To whom it may concern:

The Beverly Wilshire, a Four Seasons Hotel supports the request for the utilization of the alleyway behind the hotel, off Rodeo Drive, for the red carpet arrivals of attendees for the Essence Black Women in Hollywood event on Thursday, February 6, 2020.

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 adora.manalo@fourseasons.com

Cordially,

A handwritten signature in black ink, appearing to read 'Adora Manalo'.

Adora Manalo
Hotel Manager



Cory Kaaukai <cory@agen-c.com>

Bruce Meyer's Letter of Support - Essence Black Women in Hollywood

1 message

Bruce Meyer <bruce@meyerpacific.com>

Mon, Nov 18, 2019 at 9:11 PM

To: Cory Kaaukai <cory@agen-c.com>

Cc: Tom Kenney <tom@meyerpacific.com>, Samantha Silverman <samantha@agen-c.com>

Dear City Council Members,

Based on my experience working on large scale productions with the AGENC team in the City of Beverly Hills...I support the request to close the alleyway leading to the Beverly Wilshire Hotel ballroom on February 6, 2020, to allow for a larger entrance for both the media and female African American professionals and talent during the ESSENCE Black Women in Hollywood Awards.

All the best,

Bruce Meyer



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive Committee/Special Events
FROM: Magdalena Davis, Special Event and Filming Coordinator
DATE: November 26, 2019
SUBJECT: Upcoming Event Highlights
ATTACHMENT: None

INTRODUCTION

This is an informational item to the City Council Liaisons regarding upcoming events, including street closures, that are scheduled to take place within Beverly Hills in early 2020.

DISCUSSION

There are several events scheduled to take place in the City during early 2020. This report provides brief highlights on the following programs which will require Citywide inter-departmental support:

- **Golden Globes 2020**
 - o Event Date: Sunday, January 5, 2020
 - o Location: The Beverly Hilton Hotel
 - o Program hosts: The Hollywood Foreign Press Association (HFPA) and Dick Clark Productions
 - o Street Closures: Full closures of both Wilshire Blvd and N. Santa Monica Blvd
 - Wilshire Blvd: Saturday, January 4, 10:00PM – Monday, January 6, 4:00AM
 - N. Santa Monica Blvd: Saturday, January 4 2:00PM – Monday, January 6, 4:00AM.
 - Adjacent streets to the event may also be closed during that time, including Whittier.
 - o There are no changes to the timing or street closures for this year.
 - o **Formal Session Staff Report (Consent Item): Tuesday, December 17, 2019**

- **Vanity Fair 2020**
 - o Event Date: Sunday, February 9, 2020
 - o Location: N. Crescent Drive
 - o Street Closure: N. Crescent Drive: Tuesday, January 28, 11:59PM – Thursday, February 13, 4:00PM
 - o Event was previously approved by the City Council for three-year term including 2020.
 - o **Study Session Staff Report (C Item): Tuesday, December 10, 2019**

- **Los Angeles Marathon 2019**
 - o Event Date: Sunday, March 8, 2020
 - o Street Closures throughout the LA Marathon route: Sunday, March 8, 5:00AM – 1:00PM
 - o There are no changes to the route, timing or closures.
 - o LA Marathon organizers have new nonprofit status for the 2020 event and will be providing an updated proposal at an upcoming liaison meeting.
 - o **After Council Liaison meeting to be scheduled for December, Study Session Staff Report (A Item): Tuesday, January 9, 2020**

- **City Council Reorganization Ceremony 2020**
 - o Event Date: Monday, April 6
 - o Doors open at 6:30PM, program begins 7:00PM
 - o Location: Academy of Motion Picture Arts and Sciences (AMPAS)
 - o No street closures, free parking is available for annual City event
 - o **Public Invitation and Details to be announced at a future City Council Formal Session**

FISCAL IMPACT

The following events will be responsible for all fees, personnel, permits and other costs associated with their programs:

- Golden Globes
- Vanity Fair
- Los Angeles Marathon

The City Council Reorganization has been approved within the FY 2019-20 Policy/Management annual budget.

RECOMMENDATION

This is an informational item for Council Liaisons review. Unless Liaisons have any questions or concerns, staff will bring reports to City Council for review and approval, and administratively issue the required permits at the meetings listed in this report.