



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)

**Friday, April 23, 2021
10:00 AM**

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council 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 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) Proposal for the Beverly Hills Tour d'Elegance (June 20, 2021)
- 3) Adjournment

Huma Ahmed
City Clerk

Posted: April 16, 2021

**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) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison/Rodeo Drive/Special Events/ Holiday Program Committee

FROM: Magdalena Davis, Special Event and Filming Coordinator
Laura Biery, Marketing and Economic Sustainability Manager

DATE: April 23, 2021

SUBJECT: Proposal for the Beverly Hills Tour d'Elegance (June 20, 2021)

ATTACHMENT: 1. Beverly Hills Tour d'Elegance Proposal Deck

INTRODUCTION

The Rodeo Drive Committee (RDC) is requesting support from City Council Liaisons for an updated version of the iconic Concours d'Elegance Father's Day car show with a 2021 touring car rally: Beverly Hills Tour d'Elegance. The event will celebrate 26 years, and is planned to take place on **Sunday, June 20, 2021**.

The City Council Liaisons are requested to review conceptual designs and elements regarding the RDC proposal, as well as a waiver of City permit and personnel fees associated with the event, and a short street closure of N Crescent Drive, directly in front of City Hall.

DISCUSSION

The Concours d'Elegance event is a City-legacy program in Beverly Hills. Curated with the support of longtime resident and car enthusiast Bruce Meyers and the Rodeo Drive Committee, the program typically brings an estimated 35,000 visitors to a one-day car show on Rodeo Drive on Father's Day. In response to the Coronavirus Pandemic ("COVID-19") and to continue hosting the famous Concours d'Elegance Father's Day car show, the RDC is instead seeking to request the support of a proposed **Beverly Hills Tour d'Elegance**, a car rally that will carry on the tradition in the form of a driving car show, without drawing centralized crowds.

City Council Liaisons are asked to provide feedback for support of the free public car rally, waiver of the associated permit and personnel fees, and a short street closure of the 400 block of N Crescent Drive to conclude the event on **Sunday, June 20, 2021**.

The rally will begin at the Petersen Automotive Museum before entering the City, passing Beverly Hills iconic landmarks with fine luxury and classic automobiles. There is proposed to be 50 or less vehicles in the rally. Drivers and passengers will include celebrities, media, local partners and sponsors.

Viewers will be able to watch various locations along the roughly 2.8 mile route, and the total time of the rally will be approximately 10:00 am-11:00 am. The cars will then conclude directly in

front of City Hall, on a closure of the 400 block of N Crescent Drive, for photographs, before departure. While the entire driving route will be free and open to the public, neither the start nor the finish areas will be open to the public, for crowd control and safety reasons.

Participant and Spectator Plans

Public safety is the utmost priority for the RDC, the City, and all involved with the proposed Tour d'Elegance car rally. Organizers have worked closely with City staff to develop a program that follows current County of Los Angeles protocols for "Appendix G: Vehicle Based Parades or Drive Thru Events", to help guide a return for safe events such as this. Organizers continue to observe the status on availability of COVID-19 vaccines, State, County, and City regulations in coming months, and will ensure that correct safety steps are taken.

The event plan includes public health guidelines for participants, staff or volunteers, as well as recommendations for spectators as highlighted below:

- Practical requirements for the start and finish pertaining to physical distancing, masking and sanitization,
- A requirement that all participants be distanced in the vehicles for the rally portion of the event, per County of Los Angeles recommendations,
- Not promoting any one location for spectators to watch the rally as it passes through Beverly Hills,
- Providing correct messaging to spectators through marketing materials on physical distancing, masking, and the like,
- Any food and beverage for the driving participants will follow all current health regulations.

The support of the City may be withdrawn at any time due to a local, state or federally declared emergency, and in accordance with LA County Department of Public Health directives.

Route and Schedule

Tour d'Elegance is requesting to take place on Sunday, June 20, 2021, from 10:00 am - 11:00 am for the car rally portion of the event. The entire driving portion of the rally will not involve full street closures on the route, only intermittent traffic control, led by BHPD. There one proposed full street closure of the 400 block of N. Crescent Drive from 9:00 am – 1:00 pm.

The RDC has retained the services of J. Ben Bourgeois Productions, Inc. to plan the drive through the City on a pre-designated route (Attachment 1). The rally will begin at the Petersen Automotive Museum, entering Beverly Hills at San Vicente Boulevard before traveling down Burton Way to turn North on N. Rexford Drive. The rally will pass through the Civic Center, continuing North through the beautiful palm tree-lined streets of the Flats to go by Will Rogers Park, turning back South on Sunset Boulevard. Once past the Beverly Hills sign and Lily Pond, the rally will enter the Business Triangle to travel down Rodeo Drive, and back through the streets to end at N. Crescent Drive, adjacent to the front of City Hall.

The public is encouraged to watch the route throughout the City, and will pass by these several iconic landmarks for public viewing. Beverly Hills Police Department has approved this route in its entirety. BHPD will manage the rally's route with Officers leading and along the approximately 50 car line, and will require the cars be in good working order, licensed and

insured drivers, with seatbelts worn by all. Once completed, the group would return to N. Crescent Drive for photographs before departing safely. The event will require a street closure of N. Crescent Drive in between North and South Santa Monica Boulevards from approximately 9:00 am – 1:00 pm. The closure will require support from City personnel.

Marketing, Banners and Sponsor Support

Longtime Concours d'Elegance lead and car enthusiast Bruce Meyer, along with event organizers, will be soliciting sponsorship for the cars and event as a whole during the planning process. Organizers have sought sponsorship which would cover the costs of the event, including banners, logistics and production, as well as in-kind sponsorships secured from local businesses and partners, such as O'Gara Coach, Bruce Meyers and The Wallis Annenberg Center for the Performing Arts for vehicles and additional services. Sponsorship funding is managed directly through the RDC to help supplement costs associated with the event.

For the program, the RDC is requesting placement of up to (18) banners along Rodeo Drive from approximately Friday, May 28, 2021 for one month. The City Council Liaisons are requested to review conceptual designs and elements regarding the RDC proposed banners (Attachment 1). The RDC has included the cost of the banners in the budget.

Additionally, Lyn Winter, Inc., the RDC public relations agency, as well as Kahn Media for the automotive-specific promotion, will be planning and executing a robust marketing plan that includes social, digital, and print media. The RDC has also requested City Council support to absorb the cost of local print advertisements in the three local newspapers for Beverly Hills-specific community marketing and publicity initiatives. As in previous years, the RDC website and marketing will include links to the City of Beverly Hills website.

The RDC has proposed a charitable component to its budget, which will include a donation to both the Beverly Hills Police Association and the Beverly Hills Fire Association of not less than \$5,000.00 each. The RDC will manage the donation independently to both organizations.

FISCAL IMPACT

The RDC is requesting a waiver of all City permits and fees, and any associated costs for hourly personnel, equipment, signage, etc., as well as an absorption of costs of print advertisements in local newspapers. The estimate below reflects the current FY '20/'21 fees, for a total \$13,850.00 in waived costs. These could change based on the final route and schedule, or other requests from event organizers. Please see chart below for breakdown based on current rates:

Fee	Estimated Cost
Permits	\$4,766.00
Street Closure	\$3,493.00
Police Department	\$3,136.00
Fire Department	\$596.00
Public Works Department	\$992.00
Other Departments	\$432.00
Equipment, No Parking Signs, etc.	\$435.00
Total Waiver of Fees	\$13,850.00

Other logistical costs associated with the event are currently proposed to be covered by the RDC and sponsors. The complete proposed budget breakdown is contained in Attachment 1.

The RDC requests that the City absorb the cost of placing print advertisements in the three local newspapers, to give correct information about street usage, N. Crescent Drive closure, and marketing of the event for residential and guest spectators. These advertisements are proposed to be absorbed by the City Manager's Office current Communications budget. Historically, the City places advertisements for City-sponsored events in local newspapers to supplement and provide accurate information to residents.

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 Rodeo Drive Committee.

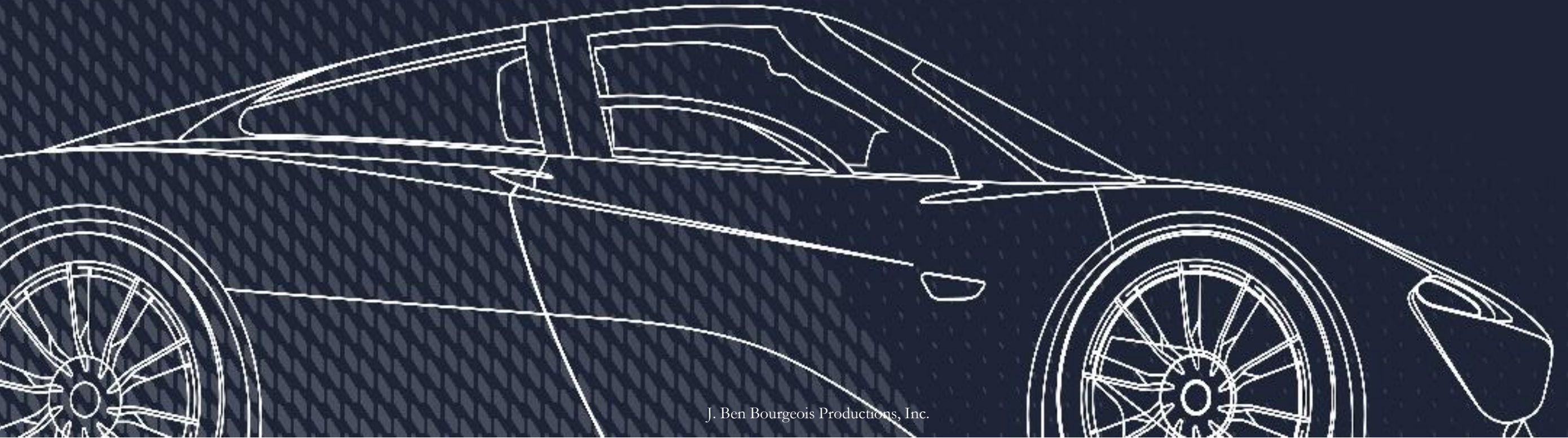
RECOMMENDATION

City Council Liaison feedback and approval is requested regarding support of the Rodeo Drive Committee's proposal for the Beverly Hills Tour d'Elegance on Sunday, June 20, 2021, with street usage and closures as described above, a waiver of fees and support of the conceptual designs and elements of the event. Unless Liaisons have any questions or concerns, City staff will bring the completed proposal to City Council at a May 2021 Formal meeting.

Attachment 1

Beverly Hills Tour d'Elegance

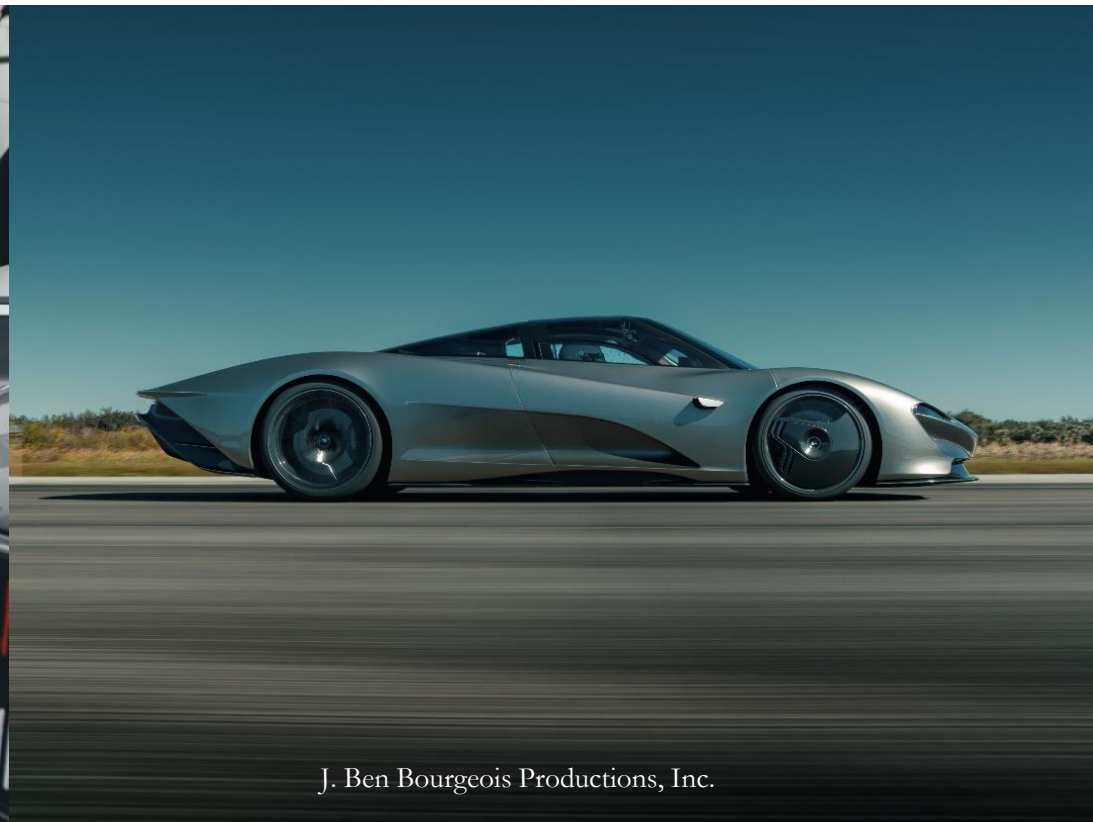
Sunday, June 20, 2021



June 20, 2021

TOURING BEVERLY HILLS

The Rodeo Drive Concours team planned the 2021 event with safety as the top priority. The goal was to carry on the tradition of a Father's Day Car show without drawing the centralized crowds of the annual concours on Rodeo Drive. The result is the Beverly Hills Tour d'Elegance, a Father's Day car show in motion. The rally will pass the city's most iconic landmarks, with celebrities, media and some of the world's finest automobiles participating, concluding in front of the historic Beverly Hills City Hall.



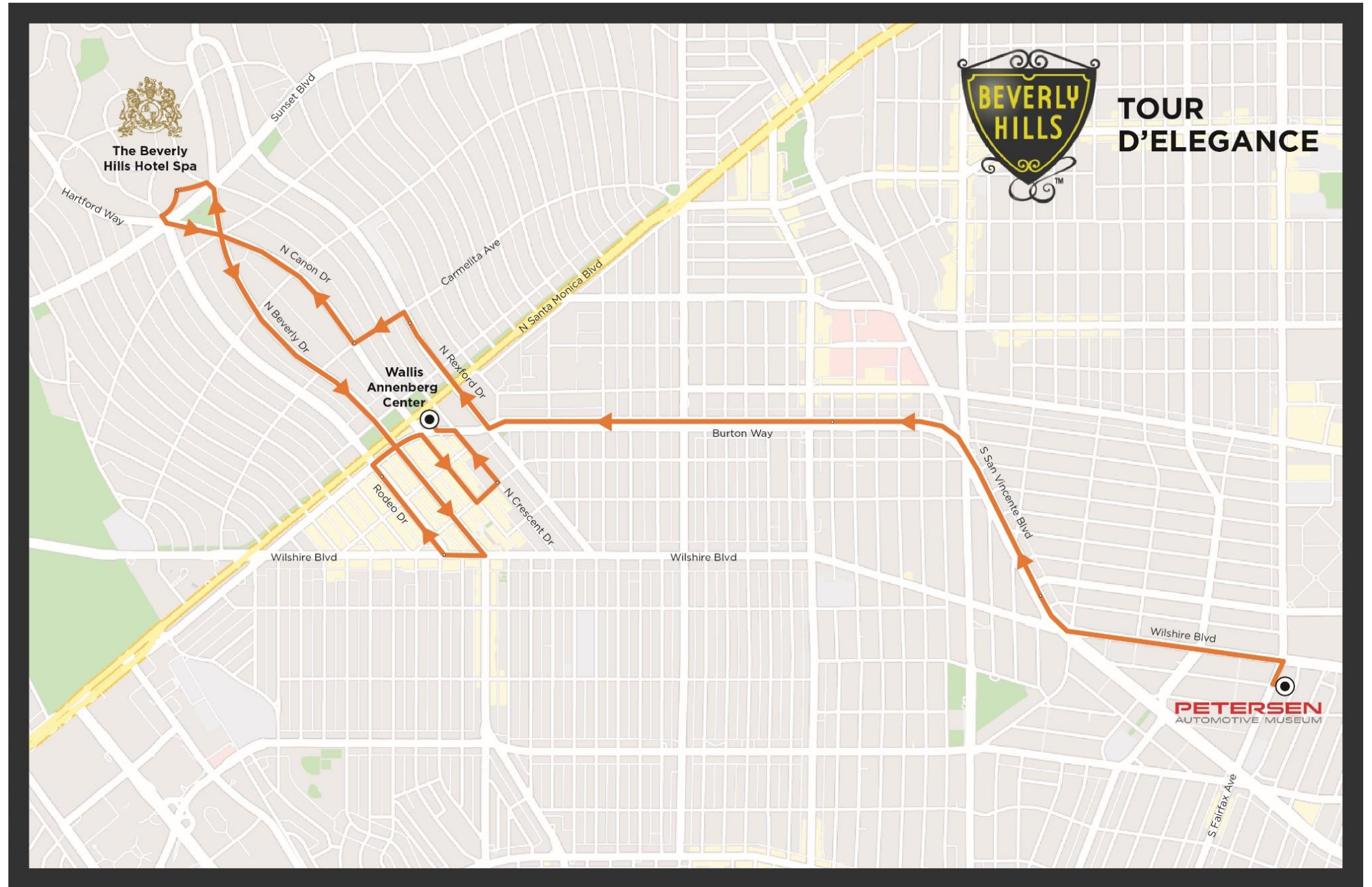
J. Ben Bourgeois Productions, Inc.

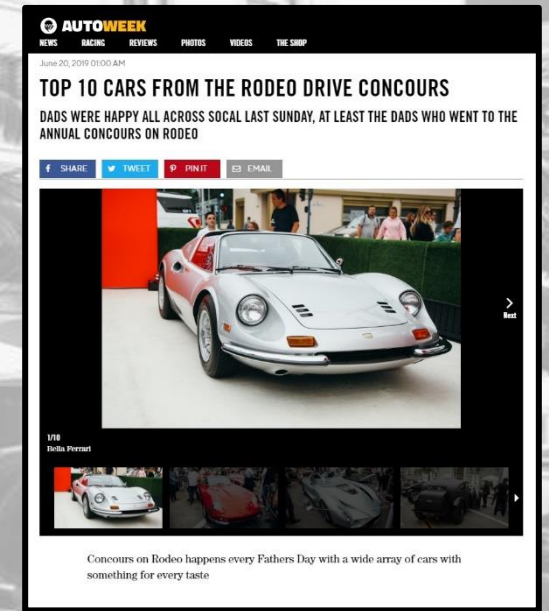
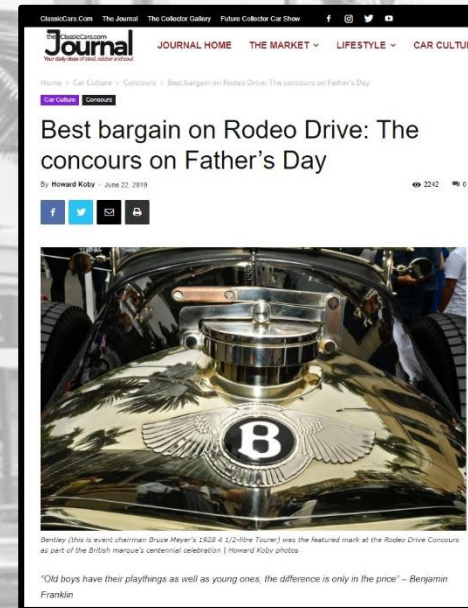
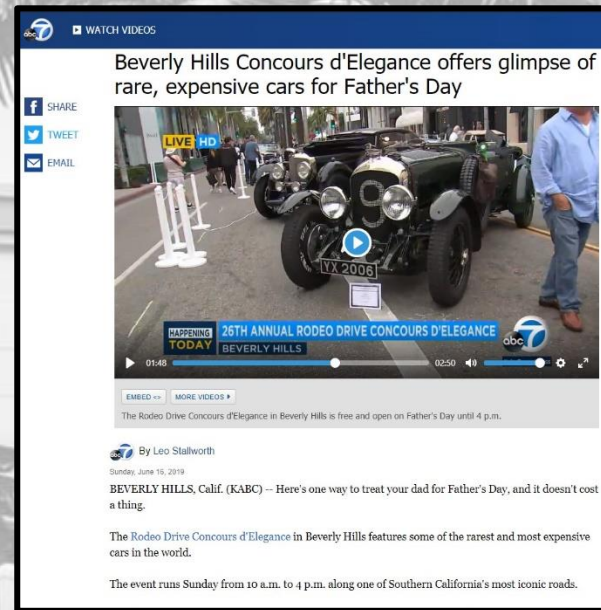


TIMELINE

- 9:00am** **Cars, Drivers & Celebrity Guests Arrive – Petersen Automotive Museum**
Media & Press Interviews/Photo Opportunities
- 9:45am** **Cars begin to assemble in formation – Petersen Automotive Museum**
- 10:00am** **Car Rally/Drive Begins from The Petersen – Cars making their way through iconic Beverly Hills**
- 11:00am** **Approximate end time of drive - Crescent Drive & The Wallis Motor Court**
- 11:15am** **Brief presentation to top cars & drivers – Backdrop Beverly Hills City Hall**
- 11:30am** **Conclusion of the event**
- 12:00pm** **All Clear and open – Crescent Drive & The Wallis Motor Court**

**DRIVING
ROUTE MAP:
BEVERLY
HILLS TOUR
D'ELEGANCE**





MEDIA COVERAGE

Each year, dozens of media outlets, both automotive and mainstream, covered the Rodeo Drive Concours in the lead-up, day-of and afterwards – the one-day show benefited from weeks of coverage. This year, the same efforts will be made; Beverly Hills Tour d'Elegance will continue working with automotive, mainstream and local media as well as social media influencers to make this one of the most visible events of the year. On Father's Day in Beverly Hills, all eyes will be on the Tour d'Elegance.

Rodeo Drive Light Pole Banner Options

Proposed Color Palette

McLaren colors plus navy blue.



Logo



Option A banner design. The top left features a white line-art illustration of a car's front quarter. The text 'FATHER'S DAY CAR RALLY' is centered in orange and white. Below it, 'POWERED BY O'GARA' and the McLaren Beverly Hills logo are displayed. At the bottom is the hashtag '#ONLYONRODEO'. The top right features the Beverly Hills shield logo, followed by 'TOUR D'ELEGANCE' in white, 'JUNE 20th' in large orange font, and '10-11 AM' in white. The bottom right features a white line-art illustration of a car's rear quarter and the BH RODEO DRIVE logo.

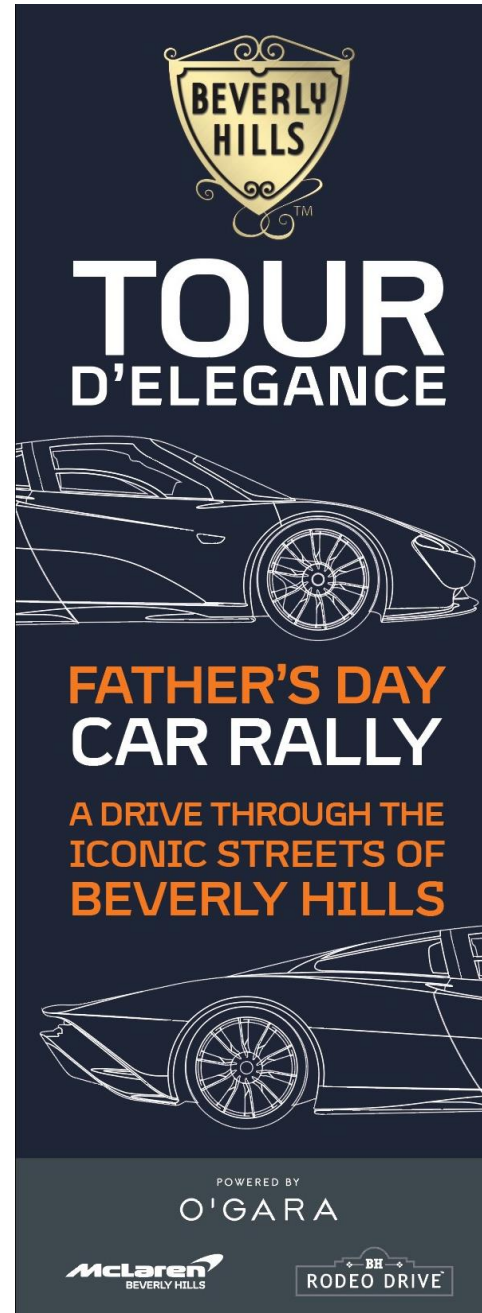
Option A



Option B banner design. The top left features the text 'FATHER'S DAY CAR RALLY' in orange and white. Below it, 'POWERED BY O'GARA' and the McLaren Beverly Hills logo are displayed. At the bottom is the hashtag '#ONLYONRODEO'. The top right features the Beverly Hills shield logo, followed by 'TOUR D'ELEGANCE' in white, 'JUNE 20th' in large orange font, and '10-11 AM' in white. The bottom right features a white line-art illustration of a car's rear quarter and the BH RODEO DRIVE logo.

Option B

*Note: Final graphic design pending sponsor participation and approvals.



Option A



Option B

*Note: Final graphic design pending sponsor participation and approvals.

BUDGET ESTIMATE

City of Beverly Hills 455 North Rexford Drive Beverly Hills, CA 90210 Attn: Laura Biery Beverly Hills Tour d'Elegance "Honoring First Responders" 10:00AM-12:00PM Sunday, June 20, 2021		
ESTIMATED EVENT BUDGET	EXPENSES	NOTES
Banners - Rodeo Drive	\$9,780.00	
Banner Graphics, Printing, Labor, Installation & Removal		
Venue - Rental Equipment	\$500.00	Petersen Automotive Museum
Car Rally Rental Needs, Stage, Audio System, etc.		
Media Labor & Coordination	\$8,750.00	
Media Team Labor, Marketing, Social Media & Coordination		
Event Production	\$9,425.00	
Production Pre-Event Labor, On- Site Labor, Insurance & PA's		
Event Expenses	\$5,125.00	
CAD drawings, Signage, Awards, Technical Support & Coordination		
Coordination & Logistics	\$7,950.00	
Sponsor Coordination, Event Logistics, Communication, etc.		
City of Beverly Hills Permits & Fees	TBD	Costs potentially covered by the City of Beverly Hills
City of Beverly Hills - Police Escorts & TCO's, Permits, Drone Fees, etc.		
Ad Buys - Beverly Hills Courier	TBD	Costs potentially covered by the City of Beverly Hills
SUBTOTAL	\$41,530.00	
Charitable Donation		
Beverly Hills Police Dept. Association	\$5,000.00	Placeholder, the number may increase, but not decrease
Beverly Hills Fire Dept. Association	\$5,000.00	Placeholder, the number may increase, but not decrease
EVENT TOTAL	\$51,530.00	



TOUR D'ELEGANCE